

Southern **BUILDING SUPPLIES**

NOVEMBER 1961

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



ATLANTA CLUB WINS PC's NEW PROGRAM TROPHY

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Radio Advertising Pays Off for Big Florida Materials Firm

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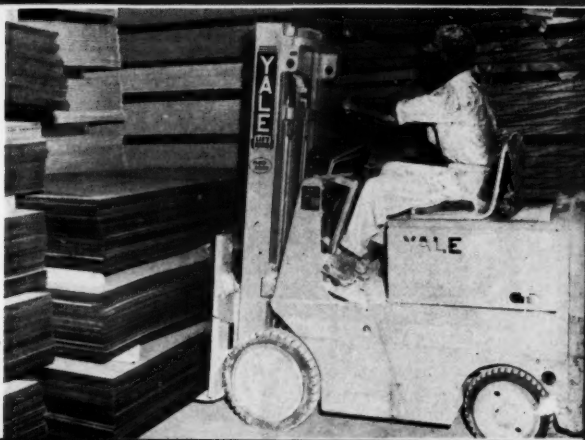
FORK-LIFT TRUCK CUTS HANDLING COSTS, TIME

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Insulating Board Can Be an Easy Profit Maker

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"How's Business?" ... Survey Report at NRLDA Convention

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HOW 10,000 COPIES MONTHLY

Behind the screens ...MIAMI AWNING WINDOW

BEHIND THE SCREENS

of some of the Nation's
finest Installations, is the
all-aluminum Miami
Awning Window... Accepted
and Specified by Architects,
Builders and Home Owners
the country over.

- **PATENTED**, concealed cross-shaft
joins panels into a smooth-working unit
by equalizing weight on vent pivots.
- **NO WEATHERSTRIPPING NEEDED**
... Flanged vents seal shut through
double metal contact.
- **EXTRUDED ELASTO MERIC VINYL Weather-**
stripping, if desired.

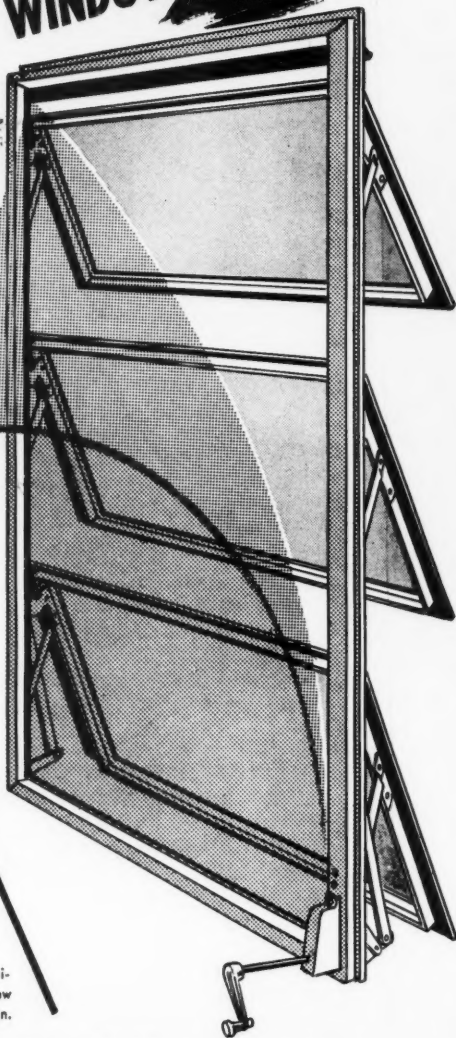
For Homes, Apartments, Hotels, Churches,
Schools and Public Buildings.

For further information see Sweet's Arch. File **17A**
AR

or Write **Miami Window Corp., Dept. 5B,**
5200 N.W. 37th Ave., Miami 42, Fla.

Ask about the new alumi-
num picture window—a new
concept in window design.

air infiltration tests passed at Pittsburgh Testing Labs.



UNIV. OF MIAMI
ADMINISTRATION
BLDG.

MIAMI AWNING WINDOW

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga.
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Volume 6

Number 11

ANNOUNCING

A NEW
LINE OF
MUSTANG
PRODUCTS

MUSTANG

ASBESTOS-
CEMENT

ROOFING SHINGLES

The Pride of Texas

New MUSTANG asbestos cement roofing shingles give extra years of protection and beauty. Every MUSTANG roofing shingle is durable. Unbelievably strong. For new roofing profits order new MUSTANG Roofing Shingles today!

★ **MUSTANG 12" x 24" Dutchlap Shingle**

★ **MUSTANG 16" x 16" Dutchlap Shingle**
(Available in White and Blue only)

Order your descriptive folder
and price list today.

**MUSTANG selling points can make
your roofing profits Z-O-O-M!**

- Less breakage, due to the longer asbestos fibers used by MUSTANG
- Less leveling and squaring to do
- More uniform in size, thickness, and color
- Five beautiful, non-fading colors: White, Green, Tan, Coral and Blue
- Easy to apply

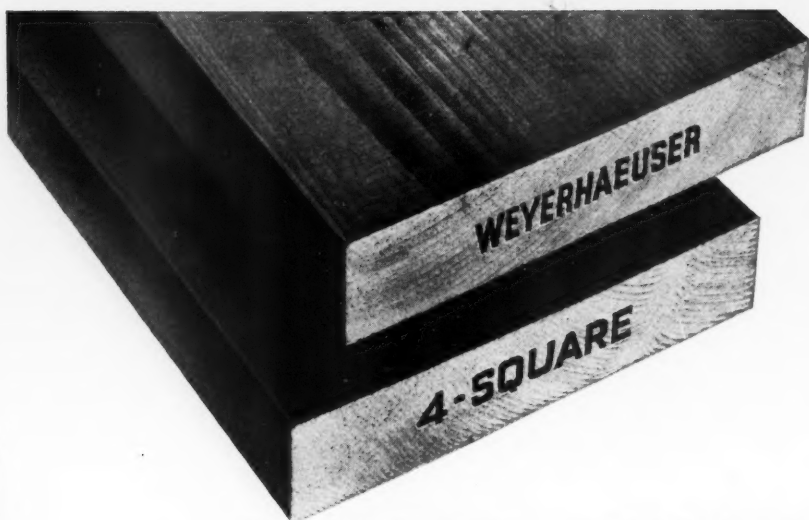


The ASBESTOS CO. of TEXAS

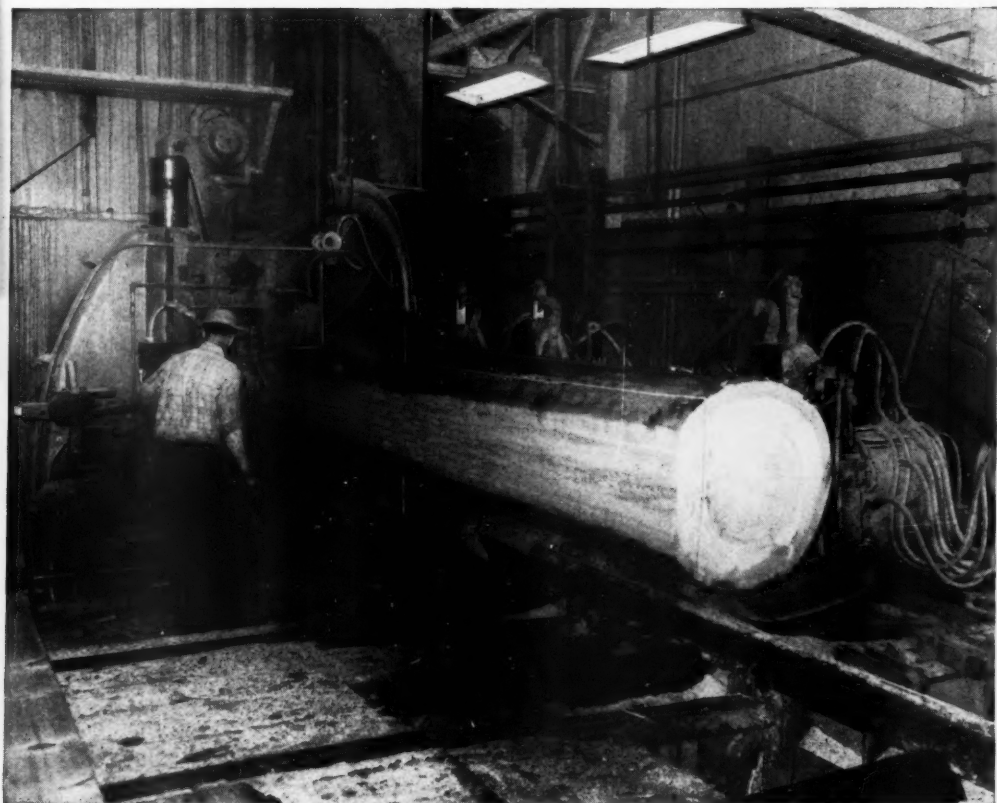
P. O. Box 1082 • Houston

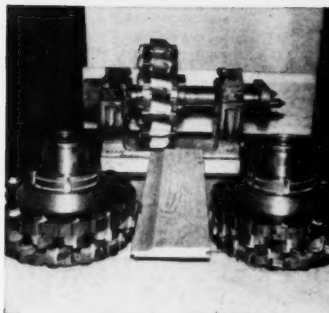
108

A Division of the
PHILIP CAREY
Manufacturing Co.



THIS BRAND NAME ON LUMBER MEANS . . .

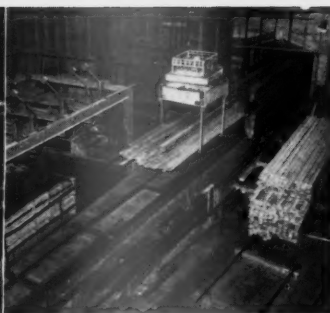




THREE CUTTER HEADS, used in planing mill, arranged to show how they shape drop siding. Whirling at 3,250 r.p.m., they cut tongue, groove and channel simultaneously.



GANG SAW (seen from feeding end) cuts big cants into lumber of wanted thickness. Multiple-blade saws quickly transform these huge cants into many lumber items.



LUMBER is carried in units by crane to chain transfer systems leading to rough dry sheds or planing mills for further fabrication. Here lumber is entering the unstacker.

GOOD LUMBER...*through* Efficiency in Manufacture

When you are in the market for the "best buy" in lumber, look to the producer who can convert good logs into fine lumber most efficiently.

On that test, one famous line of lumber products stands out above all others. It is the one branded . . . "Weyerhaeuser 4-Square".

If you could follow the flow of lumber through a Weyerhaeuser mill, you would see a series of sawing, sorting, kiln-drying and finishing operations demonstrating mass production at its best. Slow and costly hand operations have been virtually eliminated. Belts, rollers and conveyors, rail cars, cranes and straddle buggies move the lumber along swiftly. An amazingly efficient arrangement of every type of saw, trimmer, surfacer, shaper and mechanical device for manufacturing lumber . . . many designed by Weyerhaeuser engineers . . . get the maximum footage of good, usable lumber from every log.

These great mills are ingenious in design and efficient in layout. And for every dollar invested in safer, more pleasant and efficient plants; in finer, faster saws; more efficient

conveyors, and more precise control equipment, Weyerhaeuser has been able to deliver better lumber value to the consumer.

To identify your business with good lumber, efficiently produced, use the power of the Weyerhaeuser 4-Square brand name.

One of a series of advertisements defining the important factors contributing to the production of good lumber.



The Longview, Washington, Mills

At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

Weyerhaeuser 4-Square Lumber and Services

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

NOVEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



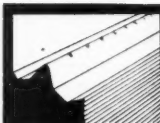
Star Steel Fence Posts..

DESIGNED BY A FARMER
Preferred BY FARMERS

Originated by a Farmer, low cost SSirco Star Steel Fence Posts appeal to other farmers on sight! The new Star design is like no other on the market! It's a stronger, longer lasting fence post that makes fence building easy, practically eliminates broken fencing. No lugs, clips or ties... one straight wire locks all fencing wires from top to bottom, allows g-i-v-e under strain.

Dealers also prefer SSirco Star Steel Fence Posts because they are easy to stock, easy to sell, and give a generous profit margin. Sell the Fence Posts preferred by Farmers and watch your profits climb! Write today or ask your SSirco Representative for complete information!

✓ Check
THESE
FEATURES



EASIER TO STOCK — Star Posts nest snugly, require little space. And SSirco Overnight Delivery means minimum inventories.



EASIER TO INSTALL — No lugs, staples or ties. No holes to dig. One wire secures fencing. Easy to move.



STURDIER — Up to 65% more ground bearing surface without anchor plates! Longer lasting galvanized or pre-painted; with water-proof asphalt underground.



MORE SHOCK-ABSORBENT — Fencing can't loosen, yet has far greater G-I-V-E than with other posts. Practically eliminates broken fencing!



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Birmingham, Ala.

Atlanta, Ga.

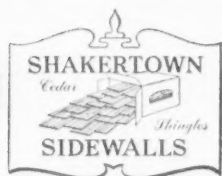
Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.



IF YOU are not now selling ShakerTown Sidewalls, it will pay you to investigate the advantages of these naturally beautiful, naturally better cedar shakes and shingles. Write the address below.



NO WONDER BUYERS PREFER SHAKERTOWN SIDEWALLS!

More and more architects, builders and homeowners prefer ShakerTown Sidewalls, the No. 1 certified cedar shingles. There are three important reasons why:

- (1). **Natural wood beauty** lends an air of distinction to homes of every style, in every price range.
- (2). **Double coursing** means higher dollar value in extra insulation and protection, with less cost per year of service.
- (3). **Variety of treatment** is unequalled in any other material. For new home construction or for restyling old homes, ShakerTown Sidewalls are quickly applied with assured results regardless of weather conditions.

THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio

IRON ROOFING CO.

15 BRANCH WAREHOUSES

Hattiesburg, Miss.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

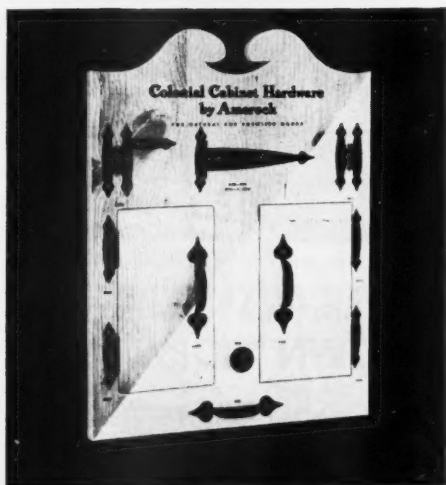
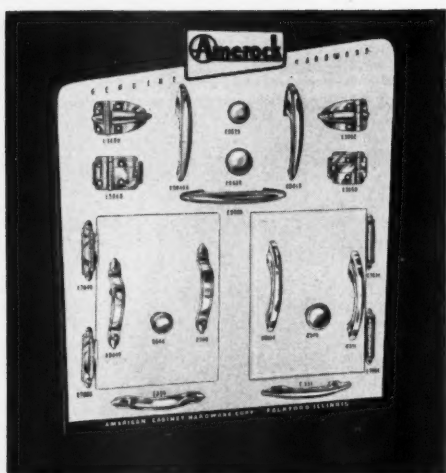
New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.





SELL **Amerock** HARDWARE

for remodeling...
for repainting

Every customer who buys paint or remodeling supplies is a good prospect for Amerock Cabinet Hardware and Window Hardware. Make year-round extra sales and profits by displaying and suggesting Amerock Hardware.

It's available **NOW**
from your jobber

Your jobber is now getting immediate shipment from factory stock. If, in recent months, he has been unable to supply some Amerock item, please re-order your needs now.



AMERICAN CABINET HARDWARE CORP.
ROCKFORD, ILLINOIS

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

3. Color Uses. "Styling With Color" contains over 100 color pictures of color schemes for every room in the house. It was written by Collette Whitlock, authority on interior decoration, to help sell paints. The Peaslee - Gaubert Paint and Varnish Company, Louisville, Ky.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safety-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

27. Roofing. "Putting Nature's Colors to Work" is a four-color book on

the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

31. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

35. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes an

shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Ventilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.

59. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Welmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are in

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the November, 1951, issue of S'B'S with these key numbers: _____

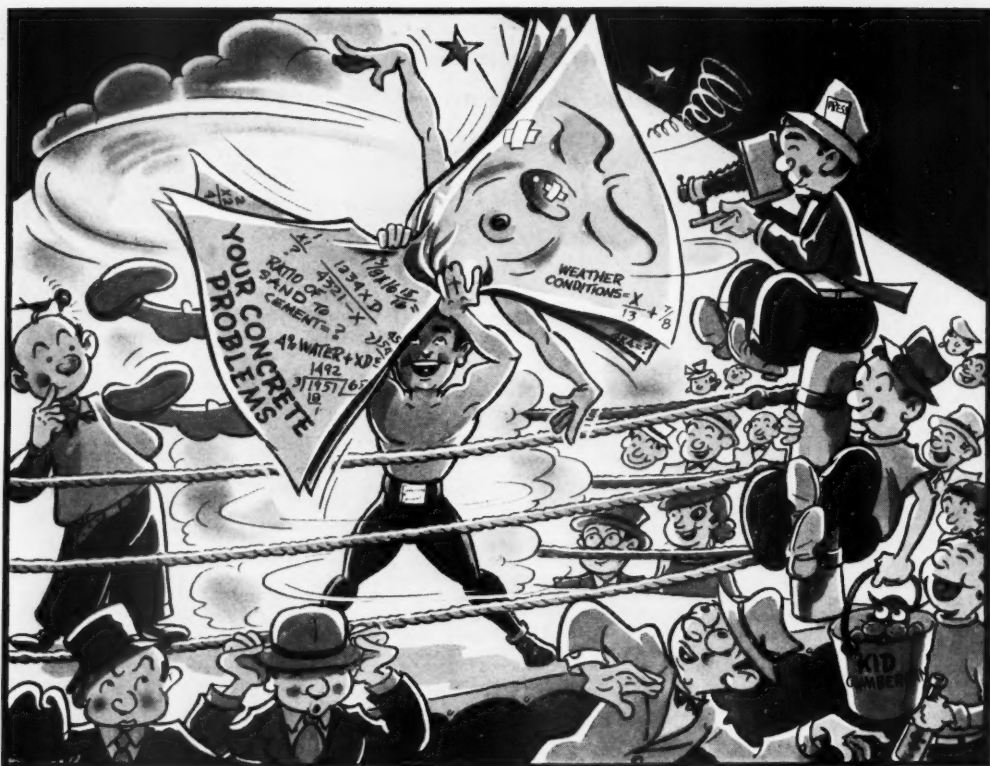
Name _____

Position _____

Firm _____

Mail Address _____

City, State _____



He'll wrestle your problem, too!

The Cumberland Service Engineer doesn't go in for the headlock or flying mare, but he's an *expert* when it comes to using cement. Years of practical, on-the-job experience have made him familiar with every conceivable concrete problem.

The Cumberland Service Engineer is always available to give personal help to *you*. It's his job to know the answer—or be able to find it quickly. Your problem may be one he's already solved for another

Cumberland customer—but if it's new and puzzling he has the pooled knowledge of our entire Service Engineering Staff at his command. You can be sure that when he gives you an answer it's the *right* one.

The helping hand of the Cumberland Service Engineer is one of our ways of maintaining friendly, personal contact with our customers. If you need him, call him—he'll wrestle your problem till it's whipped.

Cumberland
PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • Chattanooga 2, Tenn.



Portland — High Early Strength — Air Entraining — Masonry

105. Tylac Products. "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

119. Resolite Translucent Structural Panels are fully described in a new folder, which also contains range of sizes and specifications. Resolite is an effective skylighting material, and is finding increased use in interior partitioning. Made of polyester resins reinforced with Fiberglass mat, the sheets are shatter-proof and inert to effects of weather extremes and exposure. Made in six colors and in all standard corrugated sheet sizes. Resolite Corp., Zelenople, Pa.

121. Topseal fasteners for Corrugated Sheet Erection. Info-Bulletin 512 describes Topseal Fasteners and their application to top-side fastening of corrugated roofing and siding sheets. Topseal Fasteners are standard

fasteners—sheet metal or self-tapping screws, nails, drive screws, bolts or screw-nails—factory-assembled with Weath-R-seal laminated metal and neoprene composition washers. Fabricated Products Company, West Newton, Pa.

123. Roof coating insulated. Easy to apply by anyone. Contains ROGER-INE; one application with ordinary Roofing Brush, Waterproofs, Damp-proofs and INSULATES. Descriptive folder on request. Seaboard Plastics Corp., 1010 Clinton Ave., Irvington 11, N. J.

125. Van-Packer Packaged Masonry Chimney. Costs up to 50% less than comparable brick construction. One man installs in 3 hours or less. Faster draft—More complete use of heat means full savings. Write Van Packer Corporation, Dept. 3513, 209 South LaSalle, Chicago 4, Illinois.

127. Prefinished Wallpanels. A pocket-size color-range folder contains a small sample of Superlite prefinished wallpanels. It also carries color chips of the 12 available colors and additional information. The Superior Wall Products Company, 4401 North American Street, Philadelphia 40, Pa.

129. Plastic Resin Glue. Complete information is offered on Dixie-Bond, a new urea plastic resin glue. This waterproof glue can be stored over relatively long periods with no loss of its potency, according to the Dixie Plywood Companies, Inc., 260 Westminister Drive N. E., Atlanta, Ga.

131. Bathroom Cabinets. New catalog shows Mirr-O-Nette surface and recessed mirrored bathroom cabinets.

PRINTED HELPS

(From page 7)

Order this **FREE LITERATURE** by filling in coupon on page 7 of this **S'B'S**, then mail!

It includes the deluxe, standard, and "budgeteer" lines. The National Steel Cabinet Company, 2415 North Pulaski, Chicago, Ill.

133. Masonry Tools. A new catalog pictures and describes Goldblatt's "Trowel-Brand" masonry tools. Sales advantages and other data are included. The Goldblatt Tool Company, 1910 Walnut Street, Kansas City 8, Mo.

135. Bathroom Cabinets. Mirr-O-Nette seamless steel bathroom cabinets and accessories are pictured and described in a new catalog. The four lines—in four price ranges—include the Luxury, Deluxe, Standard, and Budgeteer models. They are made with round, rectangular, and decorative-shaped mirrors. The National Steel Cabinet Company, 2415 North Pulaski, Chicago, Ill.

137. Cabinet Hardware. Complete dealer kit includes consumer folders on both cabinet hardware and window hardware, display and merchandising suggestions, proof-sheet of available ad mats, and current price sheet service on Amerock Hardware. American Cabinet Hardware Corporation, Rockford, Illinois.

This **NEW** low cost all steel damper is full size . . . heavy-gage . . . top quality helps reduce construction cost.

Has overwhelming acceptance . . . everywhere.

Better
KEEP YOUR
STOCKS ADEQUATE
ORDER NOW!

Reputation of the Cast Iron No. B Damper is unequalled. Specified by architects . . . preferred by contractors and dealers requiring the very best.

Built to last . . . made to satisfy . . . priced to sell.

ALL STEEL *Peerless* FIREPLACE DAMPERS CAST IRON



No. S. All Steel in four popular sizes for fireplaces 30", 33", 36" and 42" with Poker Control.

Free new booklet on fireplace construction data and our building products. Write for your copy and prices on this top quality line.



No. B. Cast Iron in all sizes for fireplaces 24" to 68" wide. Rotary, Poker and Chain Control.

PEERLESS . . . THE ONLY DAMPERS PROTECTED WITH RED OXIDE

Smart dealers are selling distinctive Peerless Fireplace Fixtures . . . add them to your display . . . boost sales and profits. Write for our Fireplace Fixture Catalog and prices.

PEERLESS MANUFACTURING CORP., INC., LOUISVILLE 10, KY.

TOP
QUALITY
SINCE
1884

Find out for yourself

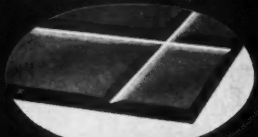
why more
dealers
prefer
Prestile!



Your own eyes will tell you why it pays to push Prestile. For here is tileboard of uniform high quality with double baked finish and full heavy undercoating. Smarter bevel edge scoring that women admire. A tileboard that's easier to sell, and priced right for big profits! Make your own comparison test—send for free samples today.

12 COLORS 4 PATTERNS
with smart

Bevel Edge!



New and distinctive! Beveled mortar lines with sweeping shoulders create charming shadow effect.

PRESTILE

DE LUXE TILE BOARD of LASTING BEAUTY

WRITE!

Prestile Mfg. Co. • 3850 Ogden Ave. • Chicago 30, Ill.

Yes, we want to learn more about:

☐ Prestile De Luxe Tileboard ☐ PresTrim Aluminum Mouldings

Your Name.....

Clip this memo to your letterhead and mail today!

Association Directory

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Milstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan, Lancaster, Pa.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTOR 2265-6. President: C. D. Burkholder, McPherson, Kan.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

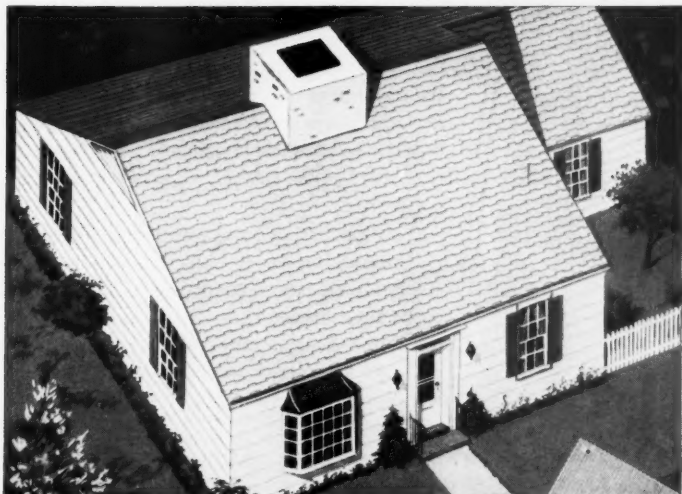
West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Charles Badger, Parkersburg.

To those who build or remodel—

ASBESTONE

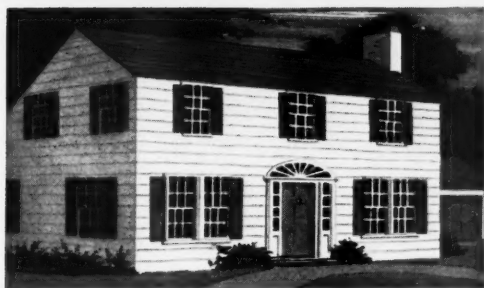
ROOFING SHINGLES

are easier to sell—and sure to last



Check these Features of
ASBESTONE!

- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old roofs



AND More and More Beautiful Homes Have ASBESTONE Siding Shingles—deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.



AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal—Popular diamond pattern—in a smooth finish

All Lifetime Products of



5300 Tchoupitoulas Street • New Orleans, Louisiana

Specialists In Asbestos-Cement

Building Products For Over 25 Years!

Modern! —ASBESTONE Wallboard

For homes, stores, offices—For interior partitioning and exterior finishes... easy to install... fireproof... can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250"

NOVEMBER, 1951... Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

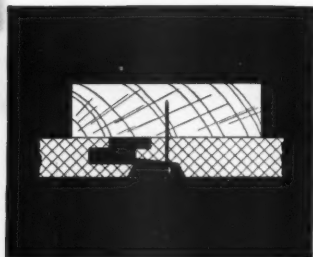
from Celotex...the colors your in Interior



"Most salable interior finish colors in years!" That's the verdict of building material merchants all over the country on Sierra Rose and Blue-Green... newest colors in the complete Celotex line. They're bound to sell fast and in volume... for like all the exclusive Celotex colors... *they're keyed to your prospects' preferences.*

Their rich and unusual beauty lifts them out of the "attic and basement" class... makes them suitable for living rooms, dining rooms and bedrooms in the finest homes. Thus Celotex Insulating Interior Finishes open up the *widest market you have ever had* for interior finish products! You'll sell more not only for remodeling... but for new building as well!

To make your selling job easier than ever, Celotex Insulating Interior Finishes are being pre-sold in a series of hard-hitting four-color ads in America's most popular "shelter" magazines. What's more, Celotex is providing everything you need to tie in and cash in... including a colorful consumer booklet, an eye-catching counter display, pre-tested newspaper ad mats, and a valuable Contractor's Idea Booklet. Get the full profit story—contact your Celotex Representative today!



Famous Celotex "E"-Joint

Assures easier, snugger fit... faster, more secure stapling or nailing. Strong and dust-proof. Completely conceals staples or nails.

And remember—Celotex Insulating Interior Finishes build, insulate, decorate—all at one low cost. Quick, easy to install. No

other brand can match all their advantages. For no other is made of long, remarkably strong Louisiana cane fibres—and protected by the exclusive (patented) Ferox® Process against dry rot and termite attack. Full range of sizes in Tile Board, Finish Plank, Building Board, Beveled Interior Board.

THE CELOTEX CORPORATION, 120 S. LA SALLE ST.

prospects want most Finishes

* * *

**Powerful ads like this,
plus the famous Celotex
name . . . make your
selling job easier!**

Month after month, smashing ads like this, in full color, will promote Celotex Insulating Interior Finishes to millions of home owners in the pages of *Better Homes & Gardens* and *American Home*. Impressive, hard-selling ads in *The Saturday Evening Post*, *Farm Journal* and other famous national magazines will bring the sales-making story to additional millions. Intensive, resultful national advertising like this builds confidence in the name Celotex . . . pre-sells your prospects . . . makes your selling job easier!

* * *

To make more sales faster, easier...

FEATURE GENUINE

CELOTEX

REG. U. S. PAT. OFF.

Building Products



Actual color photograph. Ceiling, 16" x 16" Celotex Insulating Interior Finish. Walls, 16" x 16" Celotex Insulating Interior Finish. Floor, 16" x 16" Celotex Insulating Interior Finish. Same Room See Board.

*This friendly family room
leads a dozen active lives...*

Build it with Celotex for only \$54*

*Approximate cost of Celotex Insulating Interior Finish materials, for walls and ceiling of 10' x 14' room.

By day it's a sitting room, sewing room, hobby room, home office, music room or den. By night it's a TV room, party room, card room, extra living room, study or bedroom. This cheery "all-purpose" room is typical of the beautiful new Celotex Insulating Interior Finishes!

These handsome structural panels build, insulate and decorate, all at one easy to apply or nail to wood framing, basement. And they can also be applied over old, cracked walls and ceilings, to modernize old-looking rooms.

No painting or papering required, with Celotex Insulating Interior Finishes. They're beautifully pre-decorated

at the factory to save you money. Rich, attractive textures! Stunning, exclusive colors, including smart new Sierra Rose and Blue Green!

Celotex Insulating Interior Finishes keep rooms snug and warm in winter—bills, too. What's more, they are the only interior finish materials made of fibreglass—and protected by the exclusive gas, dry rot and termite!

So visit your Celotex Building Materials Dealer today. Let him prove how easy, how thrifty it is to have smart, low-cost Celotex Insulating Interior Finishes! The Celotex Corporation, Chicago 3, Illinois.

**Insist on Genuine
CELOTEX
INSULATING INTERIOR FINISHES**

SEND NOW

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Please send me the Celotex booklet(s) checked below:
[] Booklet 10, in color for each, to cover cost of postage and handling.
[] Let Us Help You Plan Beautiful Home Interiors.
[] Business Interiors That Attract and Win Customers.

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Zone _____

State _____

CHICAGO 3, ILLINOIS

NOVEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Sea Swirl

new wonder wood

of Associated Plywood Mills

Here is plywood the beauty of which will amaze and delight you. For here is the spiraled grain of ocean waves; of tide-prints in the sand; of the lure and romance of ocean beaches and wind-swept seas.

Here is the durability and practicability of plywood, surfaced with a modern decorator's touch.

Not many may have Sea Swirl, for the supply is limited. But for the fortunate few there will be home and office interiors of great charm. Sea Swirl is available at APMI Sales Warehouses exclusively. Call your nearest APMI warehouse for information.

Associated Plywood Mills, Inc.

General Offices: Eugene, Oregon

PLYWOOD MILLS at Eugene and Willamina, Oregon

APMI

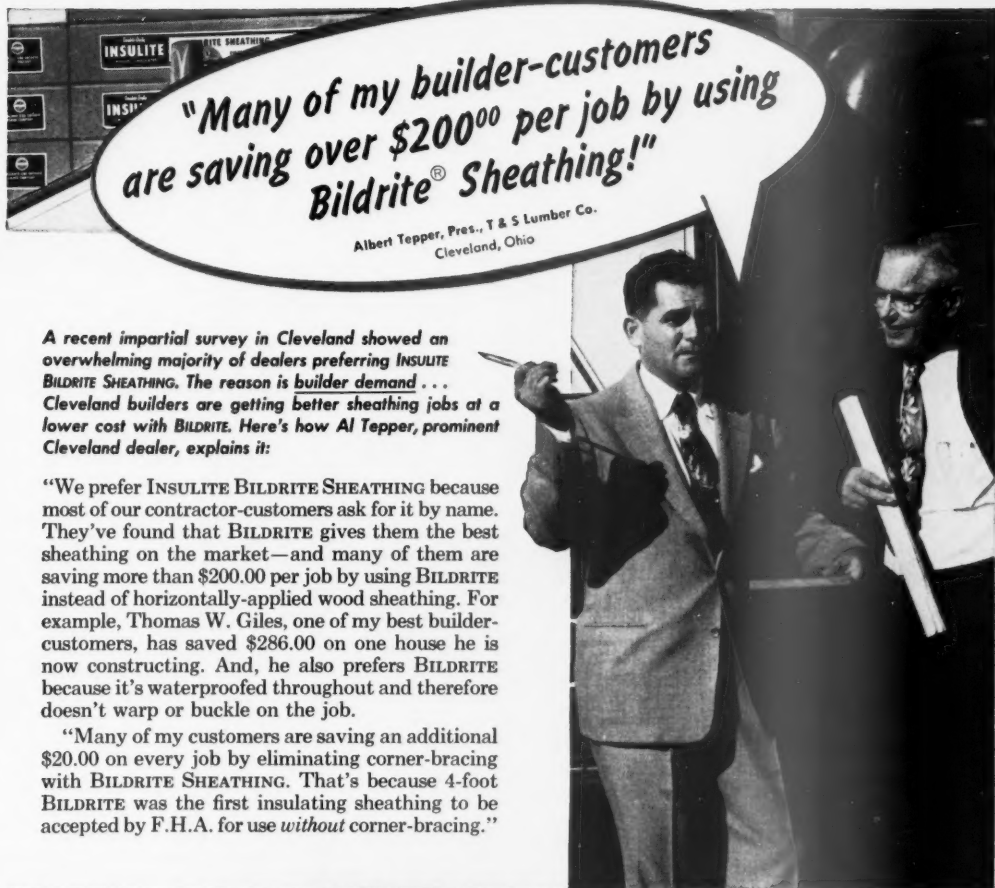
Sales

Warehouses:

- 925 Toland St., San Francisco
- 4814 Bengal St., Dallas
- 4003 Coyle St., Houston
- 4268 Utah St., St. Louis
- 1026 Jay St., Charlotte, N. C.
- 111 W. Welborn St., Greenville, S. C.
- Eugene, Oregon

INSULITE® Leadership in Cleveland...

Survey shows DEALERS PREFER INSULITE 4 to 1
over next leading brand of insulating sheathing



"Many of my builder-customers are saving over \$200.00 per job by using Bildrite® Sheathing!"

Albert Tepper, Pres., T & S Lumber Co.
Cleveland, Ohio

A recent impartial survey in Cleveland showed an overwhelming majority of dealers preferring INSULITE BILDRITE SHEATHING. The reason is builder demand... Cleveland builders are getting better sheathing jobs at a lower cost with BILDRITE. Here's how Al Tepper, prominent Cleveland dealer, explains it:

"We prefer INSULITE BILDRITE SHEATHING because most of our contractor-customers ask for it by name. They've found that BILDRITE gives them the best sheathing on the market—and many of them are saving more than \$200.00 per job by using BILDRITE instead of horizontally-applied wood sheathing. For example, Thomas W. Giles, one of my best builder-customers, has saved \$286.00 on one house he is now constructing. And, he also prefers BILDRITE because it's waterproofed throughout and therefore doesn't warp or buckle on the job.

"Many of my customers are saving an additional \$20.00 on every job by eliminating corner-bracing with BILDRITE SHEATHING. That's because 4-foot BILDRITE was the first insulating sheathing to be accepted by F.H.A. for use *without* corner-bracing."



INSULITE's acceptance among builders everywhere is bringing greater profits to dealers throughout the country. Are you profiting from INSULITE's product leadership and sound, reliable sales policies? See your INSULITE wholesale distributor, or just drop us a card.



INSULITE DIVISION • Minnesota and Ontario Paper Company
Minneapolis 2, Minnesota

VIRTUALLY

WARP-

PROOF



G-P PLYSHEET

SOUTHERN PLYWOOD

A new improved plywood panel, from the mills of Georgia-Pacific . . . Southern Hardwood Plywood that is fabricated by a special NEW process, making it extremely low in moisture absorbency, really *dry* . . . and virtually *warp-free*.

G-P Plysheet will help you nail down more orders because it's not only hard and warp-resistant, but tough . . . takes nails to the very edge. You'll help customers hammer down costs on sheathing, roof-decking, sub-flooring, and general utility work with G-P Plysheet.

Available in straight carloads of approximately 40,000 sq. ft. All standard sizes up to 4 ft. x 8 ft.

G-P Plysheet, another example of Georgia-Pacific's "new dimension", is just one more reason for doing business with the company that can supply all your plywood, lumber and door needs . . . everything from a single source.

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GPX Plastic-faced Plywood
G-P Crownply Hardwood Plywood
G-P Plysheet Southern Plywood
Giant-sized Scarfed Panels
Fir and Hardwood Doors
Cypress and Redwood Lumber
Western Fir and Pine Lumber
Southern Pine Lumber
Western and Southern Mouldings
Southern and Appalachian Hardwoods
Residential and Factory Flooring
Treated Lumber and Timbers



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VAN-PACKER PACKAGED MASONRY CHIMNEY

Hearth-Stone, the 500 home community development erected by Mi-Home, Inc. in Yonkers, New York, has won second place in a nationwide competition conducted by the National Association of Home Builders. One look at the skyline of this prize winning development tells you a Van-Packer Tile-lined Masonry Chimney is installed in each of the 500 homes.

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One of America's
Leading Lines



*For your exclusive line . . . your
first line . . . or second line . . .*

JACKSON

will make money for you

Approved by
Underwriters Laboratories
Inc.

3 GREAT TABLE-TOP SERIES, beautifully finished in gleaming white with heavy gauge galvanized tanks protected by 2 inches of insulation—30 and 40 gallon capacities. 230/240 Volts A. C. on'y.



AUTOMATIC ELECTRIC ROUND WATER HEATERS in 6 sizes from 10 to 80 gallon capacities. Fully insulated, with white enamel jackets. 230/240 Volts A. C. only.



AUTOMATIC GAS WATER HEATERS in 20 and 30 gallon capacities both protected by automatic safety features and enclosed in beautiful white jackets. Fully insulated with high burner efficiency.

Take your pick or take all of them—each of the water heaters shown here is a leader in its field and a sure-fire profit item.

The Jackson line offers you a wealth of sales features that mean business for you because home owners like the safety, efficiency, and durability built into these handsome water heaters. Whether it is a round model or counter style, each heater offers advantages to home planners that make them ready sellers.

Get full information **NOW**
Phone, wire or write for
details on these heaters
and the Jackson franchise.

Approved by
American Gas Association

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Chattanooga, Tennessee

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Rossville, Georgia
Telephone 89-5554

GEORGE H. ANDERSON COMPANY

P. O. Box 2235
Memphis, Tennessee
Telephone 9-2724

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Vol. 8 No. 11

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NATIONAL BUSINESS PUBLICATIONS



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You can sell

HUNTER PACKAGE ATTIC FANS

throughout the winter



Installation is easier now than in the summer

When you sell the Hunter Package Attic Fan in "off season," you are doing your customers a real favor... because installation is easier, faster, and often cheaper than in hot summer months. Every home owner in your community without an attic fan is a "red hot" prospect, right now, and particularly those who are building new homes.

Lumber dealer attic fan sales show big increase

Sales figures show that lumber dealers are now getting an increasingly large share of the attic fan business. The Hunter Package Attic Fan offers just what you've needed to make real money selling attic fans. It's priced for low-cost homes, simple to install, compact and easy to handle. Complete and ready-to-run, this fan fits low-ceiling attics and narrow hallways. No suction box or other "extras" needed. Certified air deliveries from 4750 CFM to 9700 CFM—quiet, efficient and dependable. Mail coupon below for catalog, prices and complete information.

HUNTER FAN AND VENTILATING CO.

394 S. Front St., Memphis, Tenn

MAIL FOR CATALOG

Please send catalog, prices and sales helps on Hunter Package Attic Fans to:

Name

Address

City & State



*Leader in the Tile
Board Industry for 25 Years*
BRINGS YOU NEW ADVANCES



**NEW BAKED ON
PLASTIC FINISH!**

BAKED AT HIGH HEAT TO
ASSURE HARDNESS AND
WEARING QUALITIES ..

New in Every Respect

**NEW WIDE BEVEL
SCORE LINE**

GIVES A CERAMIC
TILE APPEARANCE



Mail

THIS COUPON FOR FREE SAMPLE

19

Please send me, free of all charge, samples of THE NEW
YANKEE FIBER TILE.

NAME _____

STREET ADDRESS _____ ZONE _____

CITY _____ STATE _____

YANKEE

FIBER TILE MFG.CO.

DETROIT 11, MICH.

*Master Tile Board Makers
Since 1926*

AT NRLDA MEET in Chicago—

Surveys Show "FAIR" BUSINESS OUTLOOK

THE FUTURE OUTLOOK for business and how it will be affected by Federal controls. Those were the major topics discussed at the annual meeting of the National Retail Lumber Dealers Association in Chicago, Ill., October 22-25, and they fitted in well with the conference slogan:

"Substitute — Sell — Survive."

A national, a regional, and a state survey of dealer business conditions disclosed that recent sales activities and the future business prospects are quite spotty. The major factor that makes them better in most bright spots is defense activity—construction and activation of industrial and military projects.

The national survey of retail lumber dealer conditions was the fourth in a series made by Norman P. Mason, past-president of NRLDA and chairman of the U. S. Chamber of Commerce's Construction and Civic Development Department Committee. It compared national averages with association regional averages.

Region 2 includes Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, Mississippi, Tennessee, and Kentucky.

Region 4 includes Missouri, Kansas, Arkansas, Oklahoma, Texas, and Nebraska.

Mason's national survey showed the following results:

The inventory of retail lumber dealers on September 1—1951 compared with 1950—National average, UP 11%; Region 2, UP 4.7%; Region 4, UP 7.2%. Region 6 reported inventories UP 31%!

Sales by retail dealers in August, 1951, compared with August '50—National, down 13.9%; Region 2, down 15.4%; Region 4, down 19.0%. Region 7 showed least drop in sales—1%. This region includes California alone.

Availability of construction labor—Nationally—48% dealers say "scarce"; 41% say "normal"; 11% say "plentiful." In Region 2, 50% say "normal," compared with 42% in Region 4.

Availability of mortgage funds—Nationally—67% say "scarce"; 33% say "enough." In Region 2, 86% say "scarce." In Region 4, 58% say "scarce."

Rapid sale of new houses—National, 41% say "yes"; Region 2,

45% say "yes"; Region 4, 25% say "yes."

Other business activity in town—Nationally—38% say "quiet"; 48% say "normal"; 14% say "busy." Region 2, 41% say "quiet" and 50% say "normal." In Region 4, 50% say "quiet" and 33% say "normal."

Comparison of Accounts Receivable—September 1, 1951, with a year before—National, minus 4.6%; Region 2, no change; Region 4, minus 5%.

Professional officials of the state and regional associations in Region 2 were polled at the district meeting on October 23 as to local business activity and prospects. The survey form used was developed by Dealer Director W. T. Spencer and Secretary-Manager E. M. Garner of the Carolina Lumber and Building Supply Association for a mail survey of dealers in the Carolinas. The results of this regional poll:

Status of business conditions—Kentucky reported "better"; Alabama, Carolinas, Georgia, Mississippi, Tennessee, Virginia, and West Virginia reported "same"; Florida and Louisiana reported "worse."

Sales volume in dollars for first nine months of '51 compared with that part of '50—Georgia, Kentucky, and Virginia reported "ahead"; Alabama, the Carolinas, Tennessee, and West Virginia reported "same"; Florida, Louisiana, and Mississippi reported "behind."

Volume of unit sales for nine months of '51 compared with that part of '50—No state reported "more"; Alabama, Kentucky, Tennessee, Virginia, and West Virginia reported "same"; the Carolinas, Florida, Georgia, Louisiana, and Mississippi reported "less."

Size of present inventory—Louisiana reported "high"; the Carolinas, Florida, Kentucky, Mississippi, Tennessee, Virginia, and West Virginia reported "normal"; Alabama and Georgia reported "low."

Building materials that dealers are having difficulty in getting—Cement was listed as first by Alabama, Florida, Kentucky, Louisiana, and Tennessee, and second by Georgia, Mississippi, Virginia, and West Virginia; metal lath was No. 1 in Georgia and Virginia, and No. 2 in Alabama, the Carolinas,

and Kentucky; gypsum board and lath was No. 1 in the Carolinas and West Virginia, and No. 2 in Florida; structural steel was No. 1 in Mississippi, and No. 2 in Tennessee. Long framing was reported short in the Carolinas, hardware in Tennessee, and lime in Virginia.

The availability of mortgage money—No S. E. state reported "easy"; Kentucky and Tennessee said "fair"; Alabama, the Carolinas, Florida, Georgia, Louisiana, Mississippi, Virginia, and West Virginia all complained "tight."

The availability of temporary financing for construction—"Yes" for Georgia, Louisiana, Tennessee, and Virginia, but "no" for Alabama, the Carolinas, Florida, and West Virginia.

The availability of national bank loans—"Yes" for Kentucky, Tennessee, and Virginia, and "no" for Alabama, the Carolinas, Florida, Louisiana, and West Virginia.

(See NRLDA MEET page 40)

HEADS SECRETARIES



Gene Ebersole, above, was elected chairman of the Managing Officers of Associations federated with NRLDA at the recent annual meeting in Chicago. A graduate of the University of Nebraska and executive vice-president of the Lumbermen's Association of Texas since 1941, Ebersole succeeded Orrie Hamilton, executive vice-president of the Southern California Retail Lumber Association. The new secretary of this group of professional association executives is Ray E. Latshaw, secretary-treasurer of the Middle Atlantic Lumbermen's Association. He replaced Jack Pomeroy, executive of the Lumber Merchants Association of Northern California.

IT'S BETTER TO SELL
THE BEST!

TENSULATE
MINERAL WOOL INSULATION
FROM

TENNESSEE

It's simple
when you consider the fast turnover,
ease of stocking, availability in batts, loose wool or granulated
... sure, it's better to sell Tensulate Mineral Wool Insulation.

Make important profits with Tensulate Mineral Wool ...
the brand that sells throughout the South. Call or write today
for complete information.

Tensulate Mineral Wool Insulation is another high quality
building product of the makers of Tensulate Perlite
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TENNESSEE
PRODUCTS & CHEMICAL

Corporation
NASHVILLE, TENNESSEE



**How building supply
dealers can reduce**

PROFIT-STEALING PILFERAGE

WHETHER you call it pilferage, stealing, or inventory shrinkage, **SHOPLIFTING** is rising throughout the nation's retail stores. Long a serious problem in city department stores, it is spreading to smaller towns where stealing in super markets, drug stores, hardware and building supply stores is increasing.

Because this problem has been foreign to the sale of heavy goods like building materials, such dealers may be prone to view it as something that happens to somebody else. But most experts on pilferage say that retail lumber yards, as well as all other retail stores, have some shoplifting.

An exhaustive investigation of pilferage has recently been completed by several national trade associations in the food, drug, variety, and department-store fields. Their findings show it present to some extent in almost every retail store.

Take food stores, for example.

Pilferage in food stores stands at 1 per cent nationally. Since January 1, food pilferage in Denver increased 5 per cent, and in New York City almost 2 per cent. Special committees have been set up by retail organizations in Philadelphia to combat the upsurge of merchandise stealing there.

SOUTHERN BUILDING SUPPLIES recently checked with retail building material dealers in five states to see what they were doing about the problem of profit-stealing pilferage, hardly expecting to find that shoplifters were taking everything from a handful of nuts to sacks of cement and window sash!

The pilferage problem is apparently more prevalent than most dealers think—and it probably will increase in the building supply business. Any loss by pilferage is too much. Experts say pilferage must be kept to less than 1 per cent of gross, or there's too much profit going down the drain.

How would a thief go about stealing a sack of cement? Well, he just offers to load his legitimate order into his truck, and

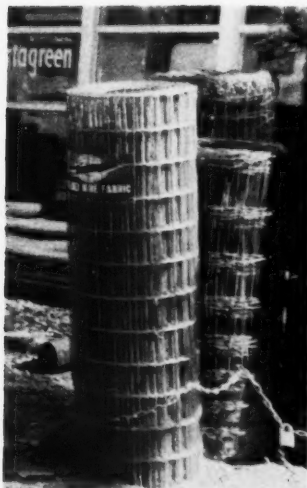
then pitches on an extra bag or two.

If he's caught, it's just a mistake. He may be allowed to load the whole order alone, so he takes 15 but pays for only 10.

The manager of the Home Lumber Company in Emporia, Kansas, was surprised to discover that genial customers who waited on themselves in some cases loaded more than they paid for. One customer who came in his truck for a load of plaster brought along his young son, who had just learned to count. The boy didn't realize the need for wasting his education; so he corrected his Dad on the number of sacks loaded, when he went to the office to pay off.

This dealer declared that now "no customers are allowed to load without supervision. In fact, we discourage customer help as much as possible. We have become so familiar with the pilfering methods of certain customers that we put someone to tailing them just as soon as they open the door."

Due to pilferage, this dealer has had losses of cement, plaster, lumber, and small tools and other items on display. Another local
(See **PILFERAGE** page 68)



Serving a lot of rural trade from a suburban Little Rock yard, an Arkansas lumber dealer finds it profitable to display cedar posts, rolls of fencing, and other large expensive items in front of his store. To guard against pilferage, he chains the fencing and similar items to utility posts as shown at left. In a new retail store in south Georgia, where a salesperson is not always on the floor to watch visitors, costly paint brushes and other accessories are kept enclosed in the display case seen at right. Other dealers lock up such desirable merchandise in show-cases.





Floridians find powerful sales builder in **RADIO ADVERTISING**



By C. E. WRIGHT

FOUR YEARS ago Miller O. Phillips, Sr., was "stuck" with 10,000 feet of an inferior grade of oak flooring. As vice-president and general manager of Phillips Industries, an Orlando, Florida, building supply firm, he decided to try radio advertising.

The flooring was offered at a low price on a 7:00 a.m. broadcast, and by 8:00 he had made the first sale by a 'phone call from a customer 60 miles away!

"From then on, I was 'sold' on radio advertising," Phillips exclaimed.

Radio has been most effective for this rapidly growing firm because it draws its trade from a radius of 50 miles. Five outside salesmen cover this territory intensively.

To enjoy the advantages of lower overhead and plenty of room, Phillips Industries selected a location about three miles from the business district of Orlando. But, like most businesses in an out-of-the-way location, the company could not depend on floor traffic and drop-in trade for business or publicity. The answer was a carefully planned advertising program, costing about \$11,000 a year.

Wellborn Phillips, Sr., seated, president of Phillips Industries, discusses an advertising schedule with his brother, Miller Phillips, Sr., who is vice-president and general manager. Above is an aerial view of the sprawling Phillips plant.

Newspaper advertising is not neglected, but Orlando's four radio stations—plus direct mail—have given Phillips Industries its present reputation.

The Phillips company runs a five-minute program of music, usually martial, interspersed with announcements of about 150 words. These spots also fit into news broadcasts. Copy is written for Phillips by a local advertising agency, which varies the appeal according to the seasons and prevailing conditions.

On one station the firm uses short programs daily except Sunday. On two other stations it sponsors programs on Mondays, Wednesdays, and Fridays.

In these broadcasts prices are not usually mentioned. But occasionally special offers are made—and they have brought exceptionally good results.

Recently Phillips Industries offered some low-cost electric ranges on the radio. They were snapped up quickly by a visitor to Florida (See RADIO ADVERTISING page 74)





Any material that can be stacked and palletized for easier and faster handling is moved by the heavy-duty fork-lift truck of Cromer and Company in Atlanta, Ga., into warehouse; out of warehouse; onto delivery trucks. Twenty to 30 4x9-foot panels of insulating sheathing (see cover). Twenty-five sacks of cement (left). Four hundred and eighty common brick—1,920 pounds (above). Nestled on a hillside, alongside a railroad track, the Cromer warehouse is pictured below from top of the street-level sales office. Note product advertising along roof over loading dock.

New fork-lift MOVES IT CHEAPER

AS COSTLY as ground, warehouse buildings, and labor are today, a dealer in building materials must take advantage of every means possible to keep down the cost of distribution.

A major means of doing this, William C. (Bill) Cromer decided, is to design your warehouse and yard around the use of a modern heavy-duty fork-lift truck. And that's exactly what he did in Atlanta, Georgia, a year ago when Cromer and Company moved from a make-shift plant on Edgewood Avenue to the site of a former coal and lumber yard at 731 Highland Avenue, Northeast.

After a careful study of operating costs before and after moving to his new location, Cromer figures that he has reduced the cost of warehousing and delivering 35 per cent per unit!

Railroad-car high on the back side and

truck-body high on the front delivery side, the new Cromer warehouse is constructed of brick, steel, concrete, and gypsum-deck roof. The 50x200-foot building is divided into two rooms—one for sacked goods, and other materials involving dust, and the other for cleaner items like wallboards, roofing, and metal supplies.

The office of the yard superintendent and shipping clerk is in

the corner toward the rear of the yard. This permits him to observe the movements of delivery trucks and of customers in the yard and ample parking lot.

The 3,000-pound-capacity Yale fork-lift truck shares honors with gravity roller conveyors in making short work of unloading freight cars and trailer trucks.

Into and from the warehouse, the fork-lift truck moves palletized



sacks of cement, lime, plaster; kegs of nails; rolled asphalt roofing.

Cromer devised his own system of stacking gypsum lath with a hole in the top center of tiers of 40 bundles, so the fork-lift could slip in and move the 1,920-pound loads.

In the Cromer yard, brick are piled 480 to the pallet. The lift truck whirls out of the warehouse, down the ramp, and to the stockpile. There the operator alone loads orders on the nine Cromer delivery trucks. The fork-lift also is used to load heavy drums of asphalt and rolls of reinforcing wire on delivery trucks.

Cromer said he purchased the Yale fork-lift truck for more money than other models cost, because it is equipped with fluid drive and a more powerful gasoline engine. For several months after moving into his new plant, he used a second-hand truck until he could obtain the versatile one with which his personnel now multiply their material-handling ability.

Cromer and Company use two sizes of hardwood pallets for storing materials: 4x5 feet and 3x4 feet. The yard laborers and truck drivers cut up dunnage for lumber to make the pallets in the repair shop during rainy weather or lulls in yard activity.

To keep his costs down, the goods rolling, and his customers satisfied, Cromer offers a wage bonus to all Negro warehousemen and truck drivers. They must live up to these basic requirements: care of truck; courtesy to customers; prompt delivery and return; cleaning of warehouse; care of uniforms; care of materials;

regularity of work with a call-in when sick; phoning in for new instructions; and helping drivers in the yard.

Although Cromer supplies any customer who wants to buy wallboard, flue lining, lime, cement, plaster, perlite, brick, tile, pipe, sand, lath, roofing, nails, and related items, he specializes in big



Cromer and Company normally supply all styles of brick in the Atlanta area. Above, W. C. Cromer, right, checks brick samples in salesroom with Roy W. Williams, office manager. At right, Bill and his dad, Charles F. Cromer, examine some perlite, which their firm sells in substantial quantities. Wallboard samples are displayed on island fixture.



building orders. He soon will complete delivery of all the wall and partition building tile and all the bath and kitchen tiles for the Howell House, 252-apartment building nearing completion on Peachtree Street at Third. He previously had supplied similar materials for the Darlington Apartments on Peachtree Road.

Partner with Bill in Cromer and Company is his father, Charles F. Cromer, who had formerly been president of Cromer and Thornton, Atlanta hard material dealers. Bill's uncle formed the Hugh W. Cromer Company in 1937 and sold it to Bill in 1940. Since then known as Cromer and Company, the business was operated by his father. (See LIFT TRUCK MOVES page 85)

To get and keep hard material orders in today's competitive market, it takes teamwork and follow-through. In photo at left, Dealer Cromer calls about carload of tile. Yard Superintendent N. B. Guerin obtains shipping forms from desk.

MATERIALS SELL THEMSELVES

**in this new secluded,
compact display room**

By L. H. HOUCK

THE USE of building materials from regular stocks in building material stores—to boost sales of merchandise—is by no means novel or new. But the Home Lumber Company in Emporia, Kansas, has been more successful than is usually the case with this display device.

Since completing a special display room for showing off virtually every major factory product the firm sells, the Home Lumber Company has increased the turnover in some items as much as 100 per cent.

Along with the display, Manager Grant Travis has developed a method of using the display as a selling force that may have considerable bearing on the increased volume. This dealer has changed the timing so the customer gets to the display at the best time!

The room which was remodeled to serve as a display of building materials is 12 by 24 feet. Travis moved his desk and telephone into the room so he could supervise and check its results.

Shade Screening formerly was a hard item to sell before the Home Lumber Company built its display room. Now customers are intrigued by the way it keeps sun out of the display room, as Manager Grant Travis shows here. He says that 75 per cent of his orders for complete home-building materials now include shade screening.



Six grades of oak flooring are used for the display floor. They are finished to show them off at best advantage. Travis gave strict instructions that each piece of flooring in every bundle be laid, no matter how bad, so that the work is truly representative. The six samples range from lowest to highest grade.

The result of this display has been an increase in the sale of floor-finishing materials. Travis explained that customers are better able to visualize how

any grade of oak flooring will look on their own jobs and so they usually select a better grade. Most of them like the finish—or a variation of it—and this makes it easy to write up an order for the finishing materials.

The walls of the Home Lumber Company's display room are finished in eight different kinds of plywood and tileboard. They include knotty pine, leather-patterned board, striated plywood, plain finish, and other styles.

(See DISPLAY ROOM page 84)



Round base wood molding corners—which the Home Lumber Company practically never sold before the display room was built—are now "going like hotcakes." The installation on the display floor of six grades of hardwood flooring, well finished, as seen at left, usually helps to sell the customer the best grade.



Sells PLUMBING GOODS Profitably

with departmentized displays

F. D. Moore has installed two complete bathroom displays at the front of the new Plumbing Department wing of the Moore and Cone Lumber Company's store in Newport, Ark. At right, this materials dealer shows a prospect a modern lavatory. Below, he is seen selecting a galvanized tee from the combination storage and display bins. He tries to keep a complete stock of all common plumbing fittings.



By S. W. ELLIS

WITH AN AVERAGE inventory of \$3,000 worth of plumbing fixtures, fittings, and specialties, the Moore and Cone Lumber Company has won for itself a profitable slice of the Plumbing Goods pie in the Newport, Arkansas, trading area.

"We actually started from scratch with several hundred dollars worth of fixtures and fittings in 1950," Partner F. D. Moore recalled. "I was soon convinced that the proper and profitable way to sell plumbing supplies is with spe-

cial displays in a special department devoted exclusively to such building supplies."

"Furthermore, we found out that it would not do to hire our own plumber. Plumbers naturally don't want competition from dealers—just as dealers don't care for competition from contractors. We work with good master plumbers who appreciate the extra volume we create for them in new construction and especially in repair and modernization jobs. We make good profits on the sale of fittings and supplies.

"Quick turnover does the volume trick for us. It takes a little experience to show a dealer how heavy the inventory should be on plumbing parts. We feel that it should be complete enough to give good, fast service to the plumber or home-owner without carrying unusual, slow-moving items."

About six months after the Moore and Cone Lumber Company added plumbing goods to their line of building materials, they decided to expand in this field with a rather complete Plumbing Department. So they added a 12x20-foot wing to their building supply store-warehouse.

This attractive wing has helped give the company a reputation for being a good place to find a wide selection.

In this addition they installed two complete bathrooms with display windows for easy street view. The walls are finished with pre-

decorated wallpanels and metal trims. Some of the fixtures are connected for actual demonstration.

Displays of plumbing fittings and specialties are placed in the windows frequently to focus attention on this local source of such needs.

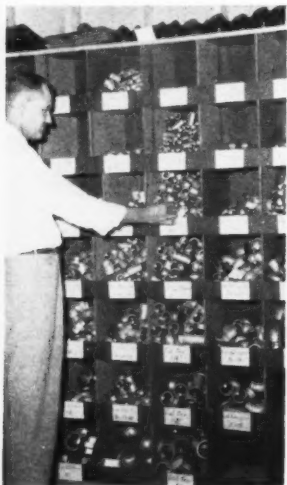
In the Plumbing Department a large wall storage fixture stores and displays plumbing fittings and supplies. Related items are grouped in this area.

"When we got the new set-up," Dealer Moore said, "we began selling plumbing goods in volume. Three-column newspaper ads were used for several weeks to call the public's attention to Moore and Cone's as the place for such needs. But now word-of-mouth advertising by satisfied customers and repeat sales sustain a nice volume of sales."

This dealer sells medicine cabinets but does not handle larger cabinets for kitchen or bath because he does not care to increase his inventory to include them.

Moore admitted that "scare-buying caused me to overstock a bit. But the inauguration of defense material controls will take care of the situation."

He asserted that a building material dealer who can not display and stock plumbing fixtures and fittings effectively probably will not turn over his inventory fast enough to realize satisfactory profit. "You have to show 'em in order to sell 'em fast enough!"



U.S. Chamber surveys need for functional Building Codes to assure

CONSTRUCTION PROGRESS

THE DESIRABILITY, indeed the necessity, of efficient operations in all sectors of the economy has long been recognized. Efficient operation is especially important in building construction which, in all its branches, is normally our second largest industry.

During a period of multiplying demands for labor and materials, accentuated by the defense effort, effective utilization of available labor and materials is essential to the maintenance of a strong construction industry operating on a reasonable cost basis.

There are building codes in over 2,200 communities, and builders have to meet the requirements prescribed by these codes. While there is encouraging evidence of growing acceptance of recognized standards in requirements prescribed by codes, there are many instances of codes which contain varied and restrictive provisions that prevent economical and efficient building construction.

There should be more general recognition that, as an exercise of the police power, the essential purpose of a building code is that it provide reasonable minimum requirements in building construction to protect the public health, safety, and welfare. The relationship of the building code to insurance, mortgage, and other property interests is only an incident of its essential purpose.

It should also be recognized that the modern building code, efficiently administered, can be a potent instrument for orderly community development. The building code should be designed to permit the full exercise of individual initiative for the incorporation of improved design, materials, equipment, and methods of assembly in buildings and other construction.

The code should permit the use of any materials or methods which comply with recognized standards or requirements developed through acceptable industry processes and by qualified agencies.

Codes have been assailed as contributing to higher building costs.

The published policy of the Chamber of Commerce of the United States states that "building codes and other codes should be maintained in step with technological progress, and obsolete requirements should be eliminated so as to avoid unnecessary costs to owners. . . . They must permit the exercise of individual initiative in improving the design, the materials, the equipment, and the methods of assembly into building and other construction."

To determine the status of Building Code activity and to make recommendations for the furtherance of construction progress through the adoption of functional building codes, the USCC had a subcommittee to make a survey and report.

Headed by H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, this subcommittee included officials of 21 trade associations and code organizations who are actively concerned with code contents and improvements. Because we believe this group's report, entitled "Building Codes and Construction Progress," will be of wide interest to all S*B*S readers, we herewith reproduce the first portion of the report booklet.

As Norman P. Mason, chairman of the USCC Construction and Civic Development Department Committee, emphasizes in his foreword to this timely report: "All segments of the building industry and the public should be interested in urging the adoption of appropriate state legislation through which building codes can become effective instruments in orderly and planned community development."

However, they do not constitute a major factor. Inflation, the shrinking value of the dollar's purchasing power, the resulting increase in cost of living, the increase of wages—reflected in higher material and erection costs—are all major, basic factors of costs that outweigh the influence of building codes.

It is true that advances in the knowledge and techniques of building have not been realized in communities operating under old building regulations which have acquired restrictive meanings not contemplated when the regulations were written. It is also true that nearly half of our municipal building codes are more than fifteen years old and need modernization. Inadequate codes engender inadequate administration, while modern codes provide incentives for effective administration.

There is criticism that building code requirements show many variances as between cities when reasonable safety requirements do not justify such differences. The performance of structures in Dal-

las is little different from that in Chicago or New York. It is logical, of course, to assume that standardization of requirements would reduce building costs—provided proper standards were established.

Yet some critics seem to be unaware that there must always be a lag of time between the findings of research or experimentation and their incorporation in building ordinances. There must be a period of trial and experience to test the practicability and performance of new materials and methods. In this respect, the judgments and opinions of qualified engineers, architects, research technicians, fire protection authorities, building officials, builders, and manufacturers should be considered and given weight.

There has been some justified criticism of the work, however conscientious, of some local code-writing committees. In some instances, the members of these committees, although representing professions and occupations identified with building construction, have not had occasion to become

technically informed on all the subjects involved or on the principles, concepts, and basic criteria of safety that underlie building regulations.

In many such instances, resort has been made to the practice of copying provisions from other municipal building codes. Thus, peculiar and even inadvertent grammatical errors have been repeated in code after code. Provisions have often been copied from other codes without full realization of their significance; the copiers have made modifications that seemed slight but actually altered the intent; supplementary and related provisions, or exceptions, have been omitted that modified the scope or meaning of the provision copied. In this manner, discrepancies and inconsistencies have been introduced and multiplied in still later codes.

Not all of the critics of codes are aware, however, of the progress which has been made in recent years in the writing and administration of building codes. In the writing of new and in the revision of old codes, reliance now is generally placed upon functional performance requirements. Materials and methods of construction which can meet the requirements for strength, wind-resistance, fire-resistance, durability, or other standards of performance are acceptable. In ever increasing de-

gree, building codes incorporate recognized performance standards or requirements developed through acceptable processes and by qualified agencies.

With respect to the utilization of new materials and methods, it is not generally recognized that many codes authorize the building official who administers the code to approve the use of new materials and methods upon presentation of adequate evidence that they meet code requirements. The building official as an individual may be reluctant to accept new and untried techniques without the recommendation of an authoritative agency.

Building officials deserve every encouragement for their growing appreciation of their responsibilities as code administrators. The frequent conferences of these officials, with schools for study of their mutual problems and for exchange of experiences, indicate their awareness of these responsibilities.

Continued progress will follow the direction already taken in perfecting code-writing procedures, keeping codes up to date, and improving their administration. With continuing advances in this direction, the building industry will become increasingly freed from restraints which interfere with the development and application of materials and methods of construc-

tion and which now require compliance with a diversity of conflicting provisions.

As previously indicated, there are now available to code-writing groups nationally recognized standards and testing procedures developed by organizations such as the American Society for Testing Materials, the American Standards Association, the National Bureau of Standards, the National Fire Protection Association, and others. Through these organizations, assisted by their committees of competent, technically informed men selected in each instance for knowledge of and experience in the subject or standard under consideration, national building standards have been developed and are periodically revised. They comprise the least controversial parts of most building codes written during the past decade and include standards both for quality and use of building materials as well as for specialized phases of building regulation.

Further, there are now available for adoption, with such minor changes as may be deemed desirable for local needs, four model or standard building codes that have gained recognition on a national or regional scale. These codes have had the benefit of use in many cities to demonstrate to their sponsors the merits and weaknesses. (See BUILDING CODES page 83)

SLAT-TYPE SIGN IDENTIFIES DEALER'S NEW STORE



THREE ADVANTAGES accrue from using a slat-type firm-name sign like that shown above of the Brewington Lumber Company in Dallas, Texas, L. G. Pattillo, manager and secretary-treasurer of the firm, asserts. First, such a sign is lighter than a solid-surface one and therefore does not load the store roof heavily. Second, the slat openings make it less likely that a rambunctious

Texas wind will blow the sign away. Third, the lighter construction results in a cheaper installation. Designed to accommodate the firm name and new address, 2505 Hawes Street in Dallas, the sign was built of 1x5-inch slats spaced three inches apart by Brewington employees. Sign painters applied the lettering and decorations.

A simple but unusually thoughtful gesture on the part of the Holsinger Lumber Company is the presentation of a bouquet of flowers when home-owners move into a new house for which the company supplied the materials. Holsinger enjoys a profitable sales volume from insulating sheathing, wallboard, tile, and the decorative plank seen in this new home. "The chief difference between this and real wood paneling is the price!" asserts Manager Stubbs.



ANY HOME-OWNER who is trying to save money is a good prospect for insulating board, according to Manager W. M. Stubbs of the Holsinger Lumber Company in Staunton, Virginia. The 50-per-cent increase in sales of such materials during the last 12 months is largely attributed to the hiring of an outside salesman familiar with insulating board.

M. L. Baylor has introduced many residents in this area to the advantages of insulating board for both interior and exterior uses.

"We weren't getting out on the jobs enough," explained Stubbs in discussing the employment of an outside salesman with a knowledge of materials and a command of building skills.

"It is important to contact the people working on the job, see the foundation get started, stand by for any help or advice that may

be needed on the construction. Furthermore, this help is just good advertising that makes for better customer relations."

The Holsinger Lumber Company found precisely the person they wanted in Baylor, who has proven calm, not easily perturbed

by cool receptions, and persistent in visiting on a residential construction or remodeling job. He is adept at rolling up his sleeves and showing a homeowner how to lay a concrete foundation, put up furring, caulk joints, lay flooring, finish off a basement with wallboard.

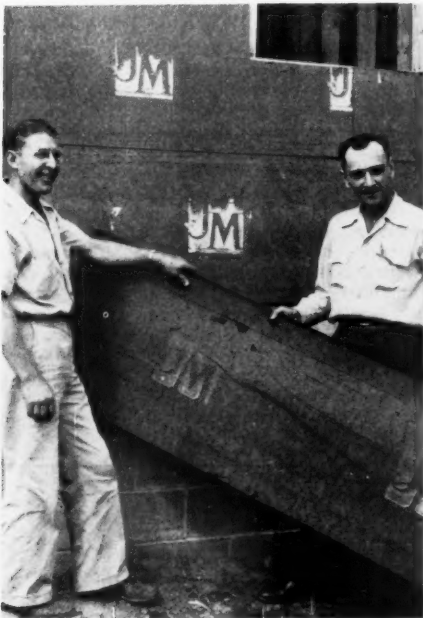
Retained in the office three months to study materials and wait on the trade, Baylor then was turned loose to take routes on an 18-mile radius out of

Staunton and be on the lookout for construction, repair, and remodeling projects. Leads were furnished sometimes by customers dropping into the store with a home construction or repair project they planned. Baylor also followed up on homeowners who had applied for building permits.

The first thing Baylor does is find out what the homeowner wants to accomplish and whether he has any ideas or plans as to what the accomplished project is to look like. He always makes sure that customers are aware of the value of insulation and the money it saves over a period of years.

On a recent remodeling job, for example, a customer with limited budget was delighted to see how attractively his one-family home could be made into a duplex, using insulating wallboard. Equipped with numerous illustrations of remodeled rooms—plus a good stock of materials to show the customer—Baylor easily helped the homeowner plan the project.

With the wallboard for a partitioning wall, a dining den was arranged at the end of the living (See INSULATING BOARD page 72)



After hiring a full-time outside salesman, M. L. Baylor, the Holsinger Lumber Company increased its sales of insulating sheathing, wallboard, and tile by 50 per cent. Baylor goes out on jobs to help customers who want to do their own construction work. "Showing them the money they can save is one of our best selling points," he says.

HOW TO GET MORE PUBLICITY

in newspapers, on the radio, and at meetings

PUBLICITY SENT to newspapers will stand the best chance of getting published if the dealer follows these rules, in addition to those previously mentioned:

★ Be sure your statement is worth printing.

★ Submit your statement in written form unless you are sure it is important enough to request an interview with the editor or a reporter.

★ Wait two or three weeks between statements unless real news develops.

★ Get the essentials into the first paragraph (who, what, when, where, why, how).

★ Hold your statement down to one or two pages unless it is unusually important.

★ Deliver or mail one copy of your statement on your Company letterhead to each newspaper in your immediate trading area where you are personally known.

★ Give each editor an original double-spaced typewritten or mimeographed copy. Editors do not like carbon copies.

★ Address each release to "The Editor" of weekly newspapers and to "The City Editor" of daily newspapers and send it several days ahead of the release date.

★ Use the same release date for every paper on your list.

★ If the list includes weekly papers, choose as your release date the earliest day of the week when any of the weekly papers are published.

YOUR BEST CHANCE to win the privilege of speaking on the radio, without paying for the time, is when:

1. You are expressing your views on a matter of broad and timely importance.

2. Someone has unfairly criticized you or your industry on the same station.

The best way to obtain the privilege of making a radio talk is by personally telephoning or visiting the Program Director of the station or by submitting a copy or outline of the subject you have in mind.

The other way to get your ideas before the radio audience is to send



copies of your newspaper statements to the News Editors of your radio stations. They will use them the same way the newspapers will, if they consider the subjects *worthy of the time required.*

EVERY luncheon club, many other social and civic organizations, and most of the smaller radio stations welcome short speeches on timely or interesting subjects. These occasions offer excellent opportunities for the materials dealer to improve his Public Relations. He either can talk on a subject of general community interest or on a new development or coming event in his own business or industry.

The occasions exist for those who seek them out. Your National and your State or Regional Association will offer speeches from time to time which are written to improve the Public Relations of the entire retail lumber industry, and many dealers can develop talks of their own, either using their own ideas or else adapting the contents of pamphlets or other materials they receive from various sources.

Individuals who have something worthwhile to say, who deliver their message in an interesting manner, and who stay within the prescribed time limit find themselves sought after as speakers by groups of many kinds.

ONE WAY that dealers can attract favorable attention to their businesses is to arrange or participate in constructive special events and trade promotions in which the general public has a broad interest.

That is why it pays to tie-in closely with such good programs as:

★ National Home Week

★ Clean Up - Paint Up Campaigns

★ Good American Homes Program

★ Open-End Mortgage Promotion

These events all were conceived in the building industry because they are in the public interest and catch public attention. Movements designed to improve homes and promote home ownership help make better communities. Playing a part in promoting them is good Public Relations.

THE INDIVIDUAL dealer puts his business in a good light with the public by promoting essay contests for school children, provided the subject is one which has a broad public appeal, such as:

★ Why It's Good to Own Your Home

★ What I'd like to Have in My New Home

Holding an annual open-house in the dealer's yard is equally good Public Relations, provided it features some worthy idea, such as:

★ All the kinds of materials required to build a barn (house, garage, etc.)

★ New materials for home-building.

This is the fifth installment of the "Public Relations Guide for Retail Lumber Dealers." It was prepared by the National Retail Lumber Dealers Association as a service to the members of its federated state and national associations of building material dealers.



The finishing touches on the installation of an overhead double garage door are inspected by a representative of the Harrisonburg Building and Supply Company. The firm offers free instruction to anyone who wants to build or repair something himself. Pride in their accomplishments usually results in these homeowners' showing off their work to neighbors—and in more business for this Harrisonburg, Va., lumber company! Below, Manager W. Z. Mauck points out a simple remodeling solution to a customer.

AN ACCOMMODATION service that includes guidance in home construction and repairs from basement to roof has brought the Harrisonburg Building and Supply Company in Harrisonburg, Virginia, a 25-per-cent increase in sales volume.

Unsparring in the time and free labor they give to a job, this firm's employees help at everything from pouring the concrete footings to shingling a roof, but stop short of actually taking over. This service has attracted rural and suburban home-owners from the many towns in the Shenandoah Valley around Harrisonburg.

Advertisements in local newspapers twice weekly and a personal letter enclosing a Harrisonburg Building and Supply Company pencil to all applicants for building permits invite residents to call on the company for materials and full assistance. Every other applicant responds!

But more effective than this is the word-of-mouth testimony of the many home-owners who approach Manager William Z. Mauck with nothing more than a few vague ideas as to what they wanted in closets, cabinets, a picnic bench, a remodeled attic, over-

head garage doors, or even a two-bedroom house.

When a customer comes in with nebulous ideas on a building project, Mauck seats him in front of a set of home-plan books, building magazines, and popular periodicals to help formulate the customer's ideas. Then they go over plans together as Mauck presents a variety of materials and the advantages of each.

Novices at such undertakings frequently have to be sent home by Mauck to get exact measurements. Then Mauck draws up plans, goes over materials, costs, and procedures, and gets a customer started by showing him the initial steps.

Mauck and his assistant will go out on the job, show the home-

owner at what point to begin, put up the first few strips of furring, notch shelving, remove a rotted porch stair, or offer any other help to get him started. The customer is not left on his own until he appears to know how to go ahead with his material. He is invited to call Mauck any time he wishes additional help.

This kind of accommodation service brings in a lot of business that the firm otherwise would not get.

A typical case is the recent installation of double overhead garage doors. The Harrisonburg Building and Supply Company sold the materials for \$328. Mauck instructed the customer in putting them up in two visits to the job. (See **BUILD IT YOURSELF** page 76)

"BUILD IT YOURSELF"

promotion sells more supplies





Rental Machines Are "Lucky Seven"

J. WILL SHIVER, manager of the Shiver Lumber Company in Americus, Georgia, calls the floor finishing machines that he rents to home-owners, contractors, and property managers, his "Lucky Seven."

For they bring in good profits on the rental of the machines themselves; prompt the users to buy the necessary sand paper, discs, varnishes, waxes, and related supplies from the Shiver Lumber Company; and they bring such satisfied customers back for other building materials and supplies they need.

"We want everybody in this trading area to look to us as building needs headquarters," Shiver explained. "The rental of floor machines and sale of related supplies helps achieve this reputation."

"And the machine rental de-

partment in time will pay off. The profits on the rentals or supplies are not to be sneezed at. We consider this set-up a small but desirable department of our business."

Shiver is seen in the accompanying picture explaining the operation of a floor sander to a rental property owner. This customer does much of the work himself with the aid of these labor-saving machines.

Shiver's "Lucky Seven" machines include the following and are rented per day at the mentioned rate:

One Clarke 8-inch sander and one Porter-Cable 8-inch sander, \$3.50.

One Clarke 5-inch edger and one Porter-Cable 6-inch edger, \$2.00.

One Clarke Smoothie 5-inch floor sander, \$2.00.

One Clarke floor polisher, \$1.00.

One Old English waxer and polisher, \$0.75.

During the last year the Shiver Lumber Company has realized an average of \$225 a month from the rental of these machines and the sale of related supplies and materials.

"BUILDER BEN" Puts Ads in Verse

"BUILDER BEN" is a quaint character in more ways than one. He will build 'most anything anyone wants and can arrange to pay for, whether it be an outhouse or a swanky residence; a new room or a roof repair job. Of poetic nature, he does all his selling in verse, if not worse.

Here are two samples:

Says Builder Ben:

*Is your paint out-worn?
Does your house look bedraggled
And forlorn?
Don't let it fall
Into decay
When our painting job
Can save the day.*

Says Builder Ben:

*Has Time, in its flight,
Left that Cottage for Two
A little too tight?
Don't suffer from
A Middle-aged Spread—
Let us add a room or two
Instead.*



"Builder Ben" could be put to work in small newspaper ads and direct-mail pieces regularly as a novel advertising approach by lumber and other building material dealers. And at small cost.

For more details, write to the editor of SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 5, Georgia.



BASED ON its first session, the 82nd U. S. Congress is bound to be recorded in the books as the "spendingest" and "investigatingest" legislative body in our nation's history.

The 82nd Congress appropriated \$92 billion for Federal expenditures in the current and future fiscal years. The majority of the appropriations are for defense activities, although much appears doomed for waste through inefficiency and mismanagement.

This Congress in its first session conducted 134 investigations. Some of them, such as the revealing probe of the Bureau of Internal Revenue affairs, is still going on. Another will involve the investigation of defective housing claims made by a few veterans and others to sympathetic solons.

NEXT to the personal effects of new tax measures, the action of greatest interest to building material dealers perhaps is the trimming of funds for housing purposes.

Instead of the \$50 million requested for public housing in Critical Defense Housing Areas by the Housing and Home Finance Agency, Congress voted just \$25 million. To make provision in such areas for essential community facilities, such as water and sewerage, Congress provided \$11¼ million instead of \$15 million.

The \$200 million authorized to the Federal National Mortgage Association for advance-commitment purchases of mortgages for defense, military, and disaster housing before December 31, will be apportioned as follows, according to HHFA Administrator Raymond M. Foley: \$25 million for disaster housing in Mid-West flood areas, where special material ratings have been extended for another 90 days; \$50 million for military housing under the Maybank-Werry Act, and the remaining

\$125 million for programmed defense housing in designated Critical Defense Housing Areas. (See next page for list of such projects in Southern and Southwestern states.)

HOUSING STARTS in non-farm areas in this nation should pass the 1,000,000 mark this year for two principal reasons, beyond the desire of Americans to spread out in wonderful homes of their own. The first reason is that there was a larger carry-over of pre-Regulation X commitments than was estimated. The second reason is that deadlines for the Controlled Materials Plan prompted the start of a lot of residences and apartments to assure availability of critical materials.

Housing starts in September were estimated by the BLS at 91,000 units. This was almost 30,000 less than in September '50. The total for the nine months this year came to 849,500, including 66,500 public-housing units and 783,000 private starts. The nine-month total in 1950 was 1,112,600. In 1949 it was 747,000—lower than this year.

All Veterans' benefits in housing except that of VA loans were made available to Korean war veterans by Congress.

SPEAKING of the Veterans Administration, it has raised the disfavor of at least one industry's leadership with its publication, in cooperation with the U. S. Department of Labor, of the "Occupation Outlook Handbook."

Exception was taken by Lloyd Cutler, board chairman of the Miracle Adhesives Corporation, to the VA contention that "during the early fifties . . . employment of tile setters will decline . . . the outlook for tile setters is uncertain because of the active competition of other materials."

Cutler declared that "tile manu-

facturers in the U. S. manufactured more tile in 1950 and in 1951 than in any other year. Every tile manufacturer has stated that they could have sold twice as much tile if they could have produced it."

THE 1951 REVENUE ACT (income tax law) has knocked out the old gains tax on a home-selling profit that existed only on paper. The new law permits a person to sell his residence without paying a gains tax, provided he buys a substitute residence within a year **BEFORE** or **AFTER** the home sale. A tax has to be paid only on any profits not used to buy the new residence.

Under the new tax law, rates were juggled and the "final take" lowered by Congress in its last exasperating sessions. On all except the lowest bracket of private incomes, the new rate will be about 11¾% higher.

On corporations, the new rate on first \$25,000 income is 30% instead of 25%. The rate on income beyond \$25,000 is 52% now instead of 47%.

Excess-profits adjustments and new excise taxes will increase the tax burden for individuals and firms alike. A special list of appliances now require a 10% Federal excise tax.

REVISIONS and amendments to Ceiling Price Orders—especially for manufacturers—will be out any day, now that Congress shelved the Administration's demand to wipe out the Capehart cost-compensating feature of the Defense Production Act.

Criminal process against parties found guilty of black-marketing critical materials was promised by NPA officials at a conference here recently. A spokesman said that NPA is operating under "a production statute and not a regulatory one," for the purpose of education and persuasion. However, he said, the NPA counsel would use the criminal process, when necessary, in addition to the injunctive process and administrative adversity procedure. The latter would entail allocation limitations.

"Belief in the existence of a black market is just as bad," he explained to one questioner, "as the actual existence of the black market itself."

Another NPA spokesman, in the Building Materials Division, admitted that "many dealers have good stocks now, but the situation next spring will be critical due to metal shortages."

CONTROLS *that* may affect Your Business

AS FAR as metals are concerned, "the shoe will begin to pinch the foot" for Americans with the beginning of 1952. The degree of the pinch will depend upon what civilian industry or claimant government agency one happens to work in.

Last month the National Production Authority announced allotments under the Controlled Materials Program for the first quarter of '52. Here's the bleak picture:

STEEL. All requests for supplies totaled 32,954,000 tons. The estimated supply is 21,125,000 tons. NPA allotments to all purposes total 23,214,000 tons. Of the estimated supply, direct military requirements equal 12%.

COPPER. All requests came to 2,083,000,000 pounds. The estimated supply is 1,231,000,000 pounds. NPA allotments to all parties total 1,367,000,000 pounds. Direct military requirements are figured at 24% estimated supply.

ALUMINUM. Total requests came to 974,000,000 pounds. The supply is estimated at 646,000,000 pounds. NPA allotments to all purposes add up to 713,566,000 pounds. Direct military requirements equal 40% of estimated supply.

For the manufacture of building materials, the allotments are: steel, 1,113,100 tons; copper and alloys, 51,850,000 pounds; aluminum, 45,300,000 pounds.

Besides individual allotments for claimant government agencies and for metal-using industries, reserves for MRO-self-certification, field cases, and small users amount to 2,334,426 tons of steel, 105,159,000 pounds of copper and alloys, 43,833,000 pounds of aluminum.

Allotments for use under the authority of the Housing and Home Finance Agency for the first '52 quarter are: 83,700 tons of steel; 5,978,000 pounds of copper and alloys, and 250,000 pounds of aluminum.

DISPOSITION of the 433 applications for approval of new con-

struction (form 4C) during the fourth quarter was announced October 29 by the Construction Controls Division of NPA. Only 11 of the applications were approved for construction materials allotment; 33 were approved for procedure without special allotments; 24 were declared exempt from controls; and 365 were denied.

A NEW LIST of Basic Materials and Alternates was released by Conservation Division of the Defense Production Administration on October 29. Among lumber and wood products in the Group I-C short-supply list are Port Orford cedar, cypress, Douglas fir in thick clears, ironbark eucalyptus, upper grades of long-leaf Southern pine, exterior softwood-plywood, teak.

NPA CONSTRUCTION regulations are clarified by a new NPA release including some 60 interpretations of material uses and classifications. Several types of construction have been reclassified recently under **NPA Construction Order M-4a** as "industrial plant, factory or facility." This transfer from commercial classification permits builders of such industrial projects to self-authorize their orders for controlled materials up to 25 tons of steel, 2,000 pounds of copper and alloys, and 1,000 pounds of aluminum per calendar quarter.

Reclassified as industrial enterprises are radio and television broadcasting facilities; grain elevators, feed mills, and terminal warehouses; printing and publishing establishments; forestry and lumber operations and facilities.

An interpretation of **Controlled Materials Plan Regulation 6**, issued October 17, makes it clear that "production equipment" in NPA construction regulations does not include office supplies and machinery.

FEDERAL MACHINERY that determines and regulates "Critical Defense Housing Areas" under new laws, is beginning to roll. Ivan D. Carson, former HHFA defense housing director, has been ap-

pointed chairman of the DPA's Advisory Committee on Defense Areas by DPA Administrator Manly Fleischmann.

Raymond M. Foley, HHFA administrator, has announced housing programs for several new Critical Defense Housing Areas. He explained that this rating suspends credit restrictions, permits advance FNMA mortgage commitments and other Federal assistance. Programs by CDHA's: Aberdeen, Md., 180 rental and 50 sale units.

Bainbridge-Elkton, Md., 130 rental and 20 sale units.
Benton-Bauxite, Ark., 200 rental and 50 sale units.

Camp Breckenridge, Ky., 150 rental and 50 sale units.
Camp Pickett, Va., 100 rental housing units.

Camp Polk, La., 250 rental units.
Camp Rucker, Ala., 100 rental units.

Cocoa-Melbourne, Fla., 100 rental and 400 sale units.
Topeka, Kan., 500 rental and 250 sale units.

Kingsville, Tex., 70 rental units.
Newport News, Va., 600 rental and 150 sale units.

Sanford, Fla., 30 rental and 60 sale units.
Wichita Falls, Tex., 150 rental and 50 sale units.

The AEC installation on Savannah River, S. C. and Ga.—program increased from 1,150 units to 3,600 units. The breakdown now is 3,300 rental units and 300 sale units.

THE OFFICE OF RENT Stabilization has stepped in at certain critical defense points to control or recontrol rentals. Among these are the Mineral Wells, Tex., area; Dover, Del., area; Norfolk-Portsmouth, Va., area; Paducah, Ky., area, and the Camp LeJeune, N. C., area.

NEW SUBSIDY LEGISLATION last month set in motion the Navy's rental housing construction program in 62 localities under the Wherry housing bill. The law authorizes the Department of Defense to seek private investors who will build and operate rental units for service families. The aim is 23,450 apartments estimated to cost over \$150 million.

The ports and cities for which such project plans are completed:

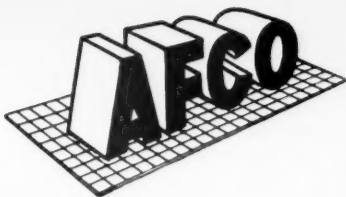
FLORIDA—Green Cove Springs, 392 units; Key West, 1,000 units; Pensacola, 200 units; Whiting Field, 96 units.

NORTH CAROLINA—Cherry Point, 1,421 units; Camp LeJeune, 1,054 units; Elizabeth City, 42 units.

SOUTH CAROLINA—Parris Island, 85 units.

TENNESSEE—Memphis, 540 units.
VIRGINIA—Quantico, 450 units; Dahlgren, 50 units; Portsmouth, 159 units; Dam Neck, 28 units; Virginia Beach, 256 units; Norfolk, 1,316 units in three projects; Yorktown, 29 units; Chincoteague, 306 units.

MARYLAND—Indian Head, 400 units; Bainbridge, 1,249 units; Cheltenham, 23 units; Patuxent River, 1,000 units.



PRE-DECORATED WALL PANEL

used throughout

Brookley Manor

beautiful 1½ million dollar housing project just completed at Brookley Air Force Base, Mobile, Alabama.



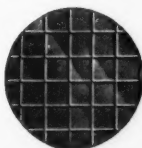
View of "Brookley Manor" living units, after completion by the Shelby Construction Co., of New Orleans, La.

The attractive one-story brick units, covering an area of 33 acres overlooking picturesque Mobile Bay, are designed as living quarters for families of airmen and officers. All bathrooms are beautifully done in AFCO pre-decorated Wall Panel; easy to keep lustrously bright and lovely.



AFCO Wall Panel bathroom installation showing one of the three bevel scored AFCO patterns used in this project.

AFCO Bevel Score Patterns:



TIL-LITE



GLO-LINE



HI-LITE

Write us on your business letterhead for complete information on inexpensive, durable AFCO Wall Panel in ten pre-decorated colors.



Mr. R. B. Hutton, Works Sup't, shares the enthusiastic satisfaction of others on this large project, and in the durable beauty and installation ease of AFCO Wall Panel.

A & F TILEBOARD CO., INC.

P. O. BOX 4085

ALEXANDRIA, LA.

SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1951



SENSATIONAL NEW "BROTHER ACT" BOOSTS BUILDING MATERIAL SALES AMAZINGLY

It's as Simple as This —



**10 BAGS OF CEMENT...
OKAY—SO YOU'LL NEED
15 BAGS OF ZONOLITE*
AGGREGATE, TOO...
RIGHT?**

Follow the above lumber dealer's example for just a few weeks and you'll be very agreeably surprised at the number of times it results in a sizeable extra order. Every time you get an order for either plaster or cement, find out what kind of job it's for and then suggest adding the correct proportion of Zonolite Plaster or Concrete Aggregate.

It pays to make that extra sale, too, even if you stock sand and gravel. You not only make a larger profit but, storing and loading Zonolite is ever so much simpler, and much less laborious. Just one 32-lb. bag replaces 400 lbs. of sand—no shoveling or tugging—no special equipment is needed for handling Zonolite.

Your customers will prefer Zonolite for those advantages—light weight and easy handling plus the fact that Zonolite ends the frozen sand pile nuisance. Left-overs can be moved to the next job. Concrete and plaster made with Zonolite are superior in a number of important ways that mean bonus sales for you.

The more you know about Zonolite Aggregates, the better you can put this idea over, so, send at once for full information and samples of latest selling helps.

ZONOLITE COMPANY

Dept. SBS-111 • 135 S. La Salle Street • Chicago 3, Illinois



Mail Coupon Today

ZONOLITE COMPANY
Dept. SBS-111, 135 S. La Salle St.,
Chicago 3, Ill.

Rush me facts about Zonolite
Aggregates with sales-building literature.

Name.....

Address.....

City..... State.....

*Zonolite is the registered trademark of Zonolite Company

NRLDA MEET

(From page 21)

Status of prices and mark-ups—Alabama, Kentucky, Mississippi, Virginia, and West Virginia reported "satisfactory"; the Carolinas, Florida, Georgia, and Louisiana reported "fair."

The construction labor supply—Kentucky and the Carolinas said "plentiful" except in defense areas; Georgia and Virginia said "right" with that exception; Florida, Mississippi, West Virginia, and Tennessee said "right"; Alabama and Louisiana reported "shortage."

Availability of new houses—Florida, Kentucky, and Mississippi reported "shortage"; Georgia, Louisiana, Virginia, West Virginia, and the Carolinas reported "plenty"; Alabama and Tennessee, "about right."

Prospects of business for balance of 1951 and through first quarter of '52—No state reported "bright"; Alabama, Kentucky, Mississippi, Tennessee, Virginia, and West Virginia said "good"; Louisiana, Georgia, Florida, and the Carolinas said "fair."

AGAINST LUMBER CHANGE

PROPOSALS that would require manufacturers to produce, and dealers to stock, special sizes of construction lumber as a means of conserving homebuilding materials and labor during the defense period were reviewed at the NRLDA annual directors' meeting by A. L. Boisfontaine, chairman of the Standards Committee of the National Lumber Manufacturers Association, and H. R. Northup, NRLDA executive vice-president.

Northup declared that the desired savings could be achieved by much less costly methods, if there were a sincere desire to achieve the purpose, without requiring dealers to expand their inventories and thereby increase the cost of doing business.

In explaining current controls of wages, prices, and construction, NRLDA staff members emphasized the difficulty of getting clean-cut rulings and interpretations in some fields—especially on wages. Secretary E. H. Libbey reported that a revised retail pricing order is "in the works," but admitted the details have not yet been agreed on.

NEW DEALER AIDS

PLANS for a new Public Relations Contest were announced by Phil Creden, chairman of the NRLDA Public Relations Committee. He said its purpose is to recognize the significant individual activities and promotions of individual dealers that pay off in good public relations. The contest rules, to be broadcast through the state and regional associations soon, call for entries by next April,

with the judging done by trade-magazine editors, and presentation of distinctive awards to winners at the NRLDA spring board meeting in Washington.

Early publication of a pictorial brochure that tells the story of a retail building material dealer's services and value to the community was also announced by Creden. This new piece will be distributed to public libraries, leaders of public opinion, and members of the industry.

Plans for publishing a Handbook and Training Manual for retail lumber dealers in "serial form" over a period of years were described by Everett B. Wilson, NRLDA public relations director.

Progress in getting newspaper publicity through the national association's Minute Man program was told by Creden. C. B. Sweet, chairman of the Minute Man Committee, presented gold lapel buttons for five dealers whose results in getting local publicity have been outstanding. Four of the five are dealers in the Southern and Southwestern states. They include George P. Darby, Pine Bluff, Ark.; W. T. Jameson, Norman, Okla.; Glenn D. Poarch, Miami, Okla., and D. Morton Rose, Knoxville, Tenn.

DEALER RESEARCH

REPORTING for the Lumber Dealers Research Council, Chairman Clarence Thompson said that it would remain an organization entirely separate from NRLDA, but that hereafter it would identify itself on letterheads, bulletins, and other literature as being "Affiliated with the National Retail Lumber Dealers Association."

Thompson announced the re-election of the LDRC Executive Committee, Norman P. Mason as trustee, and himself as chairman. He lauded the campaign by Ned Ball among the Louisiana Building Material Association that brought in 29 individual dealer contributors for \$25 each. He said the minimum annual

contribution sought from all lumber dealers who wish to support this independent light-construction research program would be \$25.

America's retail lumber dealers were urged by R. G. Kimbell, technical director of the National Lumber Manufacturers Association, to support state legislation that will enable local communities to adopt model building codes by reference—to avoid the monumental and hazardous task of rewriting codes for local enforcement.

EMPLOYEE TRAINING

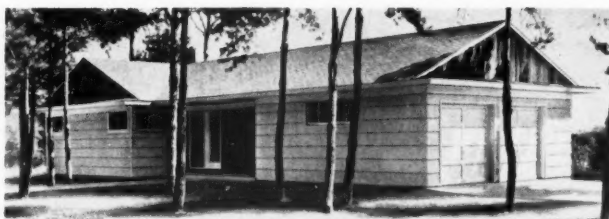
FOURTEEN new 30-day training courses for building-material personnel will be held at colleges throughout the nation during the current scholastic year. Chairman W. C. Bell reported for the Education Committee. He said that enrollments would be welcome in any course from all parts of the country, but that local applicants would receive first consideration.

More than 3,400 copies of the Dealer Products Data Book have been bought by building material dealers, Chairman Russell Nowels reported. He said an introductory folder about the book soon would be distributed to dealers, and that displays about the book would be featured at association conventions this winter.

OFFICERS CARRY ON

CLYDE FULTON, of Charlotte, Mich., was re-elected president of the National Retail Lumber Dealers Association for a second year. So were Vice-President C. W. Gamble, of Boise, Idaho, and Treasurer Fred R. Stair, of Knoxville, Tenn. H. R. Northup continues as executive vice-president, and Edward H. Libbey as secretary.

President Fulton said that the retail and building material industry had come through the early stages of the emergency in fine shape. He expressed confidence that it would continue in a fairly stable keel in 1952.



NEW FACTORY-BUILT HOME INTRODUCED

THE CRESTWOOD, shown here, is one of the new "Contemporary Design" homes recently added to the Peaseway line of prefabricated houses. This and another new Peaseway design were recently exhibited to the public in Cincinnati.

The "Crestwood" contains three bedrooms, bath, living-dining area, kitchen, and two-car garage. The enclosed living area totals 1,130 square feet. Features of this house are the wide overhanging eaves, insulated windows, complete insulation, steel kitchen cabinets, double sink, and an automatic dishwasher and garbage disposal unit.

Planned by nationally-known architects, these Peaseway homes, priced from \$19,500 less lot, are designed to be placed on individually chosen lots rather than in sub-divisions. The Contemporary Design line includes models with from two to four bedrooms.



You'll find it pays to see your name in print—when you use the newspaper advertising prepared for you by the Wood Window Program! Each one of these advertisements sells wood windows—and YOUR services as a dealer. Mats are available to you—at low cost—in five different sizes. It's easy to select the advertisements which meet your individual needs and local conditions.

The Wood Window Program offers you a

complete package of tested promotional materials including not only newspaper mats, but self-mailing broadsides—envelope stuffers—outdoor billboards—color movies—television films and radio announcements. Endorsed by a large percentage of lumber dealers and stock woodwork manufacturers—leaders in the woodwork industry—the program can build your sales and profits.

You'll find it worth while to get all the facts. Mail the coupon today!

WOOD WINDOW PROGRAM

SPONSORED BY LEADERS IN THE WOODWORK INDUSTRY

WOOD WINDOW PROGRAM
Dept. ASB-11, 38 South Dearborn Street
Chicago 3, Illinois

Please give me further information on the following sales helps for wood window promotion. I am especially interested in Radio ☐ Movies ☐ Newspaper Mats ☐ Direct Mail ☐ Television ☐ Billboards ☐.

Name.....

Address.....

City.....State.....

NEWS *of the* MONTH

Home Builders Set January Show Plans

The eighth annual convention and exposition of the National Association of Home Builders will be held in Chicago, January 20-24, in the Stevens and Congress Hotels. A record turnout is expected in view of the many knotty problems facing the building industry and the boom in association membership. More than 6,000 new members have joined NAHB since the convention last January.

Joseph B. Haverstick, Dayton, Ohio builder and Convention Committee chairman, has announced that the sessions will include comprehensive coverage of all important national issues affecting the building industry as well as a wide range of activities devoted to the technical and business problems of the individual builder.

Convention - Exposition director Paul S. Van Auken said that the exposition has already established two new records. The exhibits will occupy the largest area of any NAHB show to date, and the exposition was a sellout on the initial assignment of space on September 15—over four months in advance of the opening!

The exposition will fill the Casino Room of the Congress Hotel and also the main exhibition hall, foyer, mezzanine, south and west ballrooms, and corridor of the third floor of the Stevens Hotel. The additional exhibit space in the Stevens Hotel will bring a large number of exhibitors into the shows for the first time.

"Oscars" Awarded to Building Supply Firms

For 11 years *Financial World* has annually rated the annual reports of industrial corporations and financial institutions in North America and awarded "Oscars of Industry" accordingly.

The number of 1950 reports submitted reached 5,000. Competitive

categories were set for more than 100 business groups. The awards were made at a New York City banquet October 29.

In the Plywood class, the Georgia-Pacific Plywood Company placed first; the U. S. Plywood Corporation, second, and the Mengel Company, third.

Paint division winners were the National Lead Company, Devco & Reynolds, and Eagle-Picher.

Under Building Materials, the Weyerhaeuser Timber Corporation was first; National Gypsum Company, second; General Refractories Company, third.

The Marquette Cement Manufacturing Company won first place in the Cement category; General Portland Cement, second; Permanente Cement, third.

Tenn. Firm Expands Perlite Facilities

Production of perlite by the Tennessee Products and Chemical Corporation will be multiplied as a result of two expansion steps announced recently by President Carl McFarlin.

The Tennessee firm has purchased the perlite plant of the Mueh-Lite Corporation in North Little Rock, Ark. This plant is being revamped so that production of Tensulate perlite can begin soon.

The Tennessee Products and Chemical Corporation has started construction of a new Tensulate perlite plant at Jacksonville, Fla. The plant is scheduled to go into production before winter.

Tensulate perlite is volcanic glass that is expanded to form a modern light-weight building aggregate. Used in both plaster and concrete, it is approximately 1/10 the weight of sand. Use of perlite in construction reduces the amount of steel necessary.

The Tennessee Products and Chemical Corporation has plants and facilities in Chattanooga, Nashville, Rockwood, Whitwell, and Wrigley, Tennessee.

Atlanta Club Wins PC's Program Cup

The Atlanta chapter of the Producers Council was awarded this manufacturing group's "Council Cup for Constructive Chapter Programs" at the annual meeting in Washington, D. C., September 27. Any chapter that wins the trophy three times will be given its permanent possession. PC President A. Naughton Lane presented the cup to George A. Petters, Atlanta chapter president.

At the October 26 dinner meeting of the Atlanta chapter, Petters passed the sterling cup on to Roy T. Fricks, local Program Committee chairman, as seen on our S*B*S cover this month.

The Atlanta committee's winning idea is for the PC chapter to hold a series of dinner meetings at which contractors and sub-contractors—from grading firm to painting agent—would explain their functions and participate in question-and-answer forums.

All building-product exhibits at the annual "Table Top Display" dinner of the Atlanta chapter of Producers Council were interesting. But the Industrial Equipment Company, Atlanta distributors of building specialties, came up with "something different!"

Vice-President Paul F. Clark, Jr., is seen below presenting Archi-





Sell this insulation OVER THE COUNTER
...each 15 lb. armload is 250 sq. ft.!

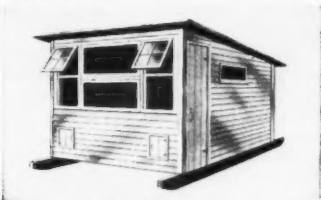
REYNOLDS ALUMINUM REFLECTIVE INSULATION



Tack or staple it under rafters or over ceiling joists.



Bow it in between wall studs—perfect vapor barrier, too!



Great for farm buildings. Increases poultry and livestock production.



Display this 20" x 13" colored aluminum sign!

Type B, aluminum on both sides. Type C, one side. Widths: 25", 33", 36".

MAIL THIS COUPON!

Here's the *most* insulating efficiency in the *smallest* package... at about half the cost of most bulk insulations. Anybody can walk away with a couple of armloads and put up a complete house ceiling in a weekend's spare time! Reflects up to 95% of radiant heat...keeps interiors up to 15° cooler in summer... saves winter fuel, too. Neat, clean, takes little space on counter or floor, makes a bright display...sells on sight! Mail the coupon. **Reynolds Metals Company**, Building Products Section, Louisville 1, Ky.

**PUT THIS
BRIGHT ROLL
ON DISPLAY!**

Aluminum is required for planes and other military needs. Aluminum insulation is being steadily produced, but deliveries may lag behind orders. Get your order on your jobber's books now!

Reynolds Metals Company, Building Products Section,
2026 South Ninth St., Louisville 1, Ky.

Please send full information on

☐ Insulation ☐ Gutters ☐ Flashing ☐ Nails

Name _____

Address _____

REYNOLDS ALUMINUM

WINDOWS • INSULATION • FLASHING • NAILS • WEATHERBOARD SIDING • CORRUGATED AND S-V CRIMP

teet James Hunt, of Elberton, Ga., a handy file folder for carrying the product literature he selected from the "Industri-Art" display. The front half of this 11½x23-inch yellow folder gave the company's address and trade-mark.

The back of the novel folder consisted of four perforated postage-paid reply cards, which the architect or engineer could fill in and mail for further information, estimates, or a sales representative's call. The four cards concerned overdoors and electric operators; sliding fire doors and electric gate operators; metal partitions and entranceways, and steel and aluminum windows for all purposes.

J-M Starts School for Yard Executives

The first of a series of three-week graduate training schools for junior executive dealers in Johns-Manville building products is under way in that corporation's research center in Manville, N. J. Comprised of 40 men, it will end November 16.

Plans for the schools were discussed and agreed upon at a meeting of 19 Johns-Manville building material retailers in New York City, September 24-25. These dealers from J-M's 10 districts east of the Rockies emphasized the importance of better knowledge of the application and uses of building materials, as well as knowledge of estimating and modern merchandising methods.

The classes will be comprised of one junior executive from each of four dealerships in the J-M districts east of the Rockies. The faculty includes the top executives of Johns-Manville, with Herbert F. Lotz, estimating authority, as the staff manager in charge of training.

The faculty includes these J-M executives: R. S. Hammond, vice-president and general sales manager of the Building Products Division; E. K. Clark, vice-president and merchandising manager; W. L. Rowe, assistant merchandising manager; W. S. Miles, chief engineer; H. M. Shackelford, vice-president and sales promotion manager; R. L. Johnson, general advertising manager; A. D. Liebman, advertising manager for consumer sales; and these products staff managers, F. W. B. Allen, roofing and siding; W. W. Cullin,

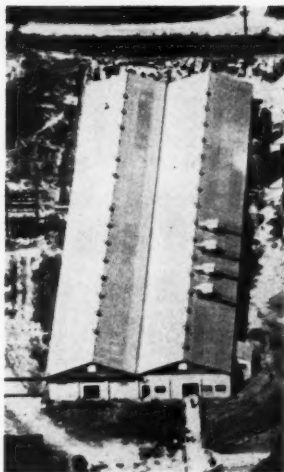
NEW FELT MILL BOOSTS AARC's OUTPUT

THE AMERICAN Asphalt Roof Corporation's new 60-ton dry-felt mill in Kansas City, Mo., is seen at right as photographed from a plane overlooking this firm's big factory site at 7600 Truman Road.

The modern machine in this new 97x340-foot plant turns out a 120-inch trim sheet of dry felt, instead of the 72-inch sheet made at the company's other mills. This 10-foot-wide sheet is slit and rewound into one 48-inch and two 36-inch rolls of felt, after which it will be used to make asphalt shingles or roofing.

This new Kansas City mill has released all the output of dry felt at the Fort Worth, Tex., plant for local manufacture of asphalt roofing products. Explains J. J. Flood, Jr., sales manager of the Fort Worth branch:

"In the past, part of the dry felt made here had to be shipped to Kansas City for fabrication of roofing there. Now, all felt made here can be converted into shingles and roofing for customers of the Fort Worth Division. So we now offer dealers and roofers faster service out of Fort Worth."



Organized in 1920, the American Asphalt Roof Corporation owns and operates felt mills and roofing plants in Fort Worth, Kansas City, and East St. Louis, Ill. A fourth roofing factory is located at Salt Lake City.

insulating board; W. M. Gooden, asbestos sheet products; P. A. Voight, rockwool, and J. F. Shaffhausen, farm market.

Importance of Steel Jobbers Emphasized

The importance of steel jobbers to the economy of the nation in the distribution of their products to countless small users was emphasized in a talk before the Southern chapter of the American Steel Warehouse Association in New Orleans last month by Richard J. Stakelum. He is general sales manager of the Tennessee Coal, Iron and Railroad Company.

Another luncheon speaker, Robert S. Lynch, president of the Atlantic Steel Company, enumerated reasons why the future looks great for all makers, users, and fabricators of metals in the South. He said this region has the natural resources, climate, and labor supply that are suitable to such technical operations.

The American Steel Warehouse Association is composed of 24 sectional chapters. The Southern chapter includes 48 member companies in nine states.

Miami Plants Combine to Get Defense Work

Fourteen Greater Miami wood-working companies have banded together to form the Florida Wood Cooperative. Purpose of the new group is to obtain prime defense contracts for this area. The individual plants are too small to meet most government needs.

William H. Paynter, the group's manager, said that it will be the first unincorporated defense pool in the Southeast.

The total number of employees of these firms is 609, which "helped prove to Washington that Miami is not just a big playground," according to Paynter.

Home Prefabricators Hold Fall Meeting

The production of prefabricated homes to meet essential civilian and defense housing needs was the theme of the fall meeting of the Prefabricated Home Manufacturers Institute. The meeting was held at the Hotel Nicollet in Minneapolis, Minn., October 29-30.

Some 70 delegates, representing

Now there are **TWO** NOVA Roller Doors

- silent, fingertip-control, flush doors
- one for closets, partitions,
storage walls and compartments
- one for passageways,
complete with wall pocket

Two years of constant research and field testing have produced the simplest, most economical doors to install—yet the finest so far developed.

Gone is the overhead hardware, always difficult to install—and noisy. One major expense eliminated! The new Nova Roller Doors are light, strong and warp-resistant. Two rollers revolving on pins act as guides at the top; the weight of the door is carried on two vulcanized rubber rollers at the bottom. There is no floor track; all hardware except floor guides is installed.

These are hollow core, flush doors—1½" thick—regularly sold in unselected gum, paint grade and in select White Gum, Black Walnut, African or Philippine Mahogany, Birch, Red or White Oak, stain grade.

A closet or storage space may be one of the standard sizes—or extend the width of the room. Two or more doors enclose it entirely. Instead of exposing only part of the interior, as with a swinging door, you have full access. *Nine standard opening sizes: 32", 36", 40", 48", 56", 60", 72", 84", and 96". Five standard heights: 6'0", 6'6", 6'8", 6'10", and 7'0".*

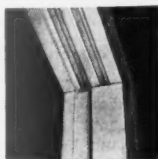
The Nova passageway door comes assembled in its wall pocket, ready to install for either plaster or dry-wall construction. *Five standard opening sizes: 2'0", 2'4", 2'6", 2'8" and 3'0".*

Special sizes to order. Each door—whether for closet or passageway—comes complete in one carton. In 30 minutes' time, one man makes the installation.

We urge you to write today for the full details. Kindly include the name of your lumber dealer.



Revolving roller guides operate in head track; vulcanized rubber rollers run on finished floor.



Head tracks are accurately machined for perfect operation of revolving roller guides; side jamb is routed to receive the door.



Passageway door slides easily into wall pocket.



Simple floor guides, installed flush with finished floor, eliminate need for floor track.

NOVA SALES *Co.* TRENTON 3, N. J.

A Novasco Product

« A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels; ¾" underlayment for linoleum and wall-to-wall carpeting; 25/32" weatherproof sheathing. »

30 manufacturers in the United States and Canada, heard Dr. Richard U. Ratcliff of the University of Wisconsin speak on the "Potential for Prefabrication." He recently returned to the university after a leave of absence to direct the housing research for the Housing and Home Finance Agency.

Another HHFA speaker was Philip A. Randall, who reported on his group's recent survey of the pre-fab industry. Production and materials problems were tackled by other speakers.

A highlight of the planned activities was an open discussion of industry problems, which was moderated by John W. Pease, treasurer of the Pease Woodwork Company in Cincinnati, Ohio.

Site for Board Plant

A good opportunity exists at Brownsville, Tex., for the establishment of a fiberboard and gypsum board plant, a survey by the Board of City Development indicates.

Gypsum deposits within a 150-mile radius would provide plenty of raw materials. Labor, transportation, and fuel costs are cheap. The Lower Rio Grande Valley area, of which Brownsville is the largest city, offers a potential market.

The city's population increased 63 per cent from 1940 to 1950. Future expansion is anticipated both for the city, the Valley, and the adjacent northern section of Mexico.

Plumbing, Building Code Subjects of Research

Under the research program conducted by the Housing and Home Finance Agency, the University of Maryland is developing criteria for testing alternate and substitute materials to replace critical materials in plumbing installations.

These tests are to determine structural characteristics under loading, effect of heat loads, effect of chemicals, effects of pressure and vacuum, and stoppage and clogging effects.

Under the same program, two studies have been started at the University of Syracuse to quicken the unification of building codes.

One study involves an analysis of representative systems for administering municipal building



HEADS JOHNSON FIRM

Robert F. Johnson, above, is the new president of the C. D. Johnson Lumber Corporation, Portland, Ore. He was elected by the Board of Directors as a member of that group and head of the firm to succeed his brother, the late Dean Johnson. A graduate of the University of Oregon, Bob Johnson recently had headed a general contracting business, Robert F. Johnson and Associates in Portland and Idaho Falls. During World War II he was president of the Prefabricated Engineering Company. He previously had worked in various capacities in the C. D. Johnson Lumber Corporation's mill and woods operations at Toledo, Ore.

codes. The other will develop a program for local building officials. This project will develop and prepare all materials for institutes or training conferences to be given all groups to familiarize builders with code regulations.

DeWalt Buys Monarch Wood Machine Line

DeWalt, Inc., radial-arm saw manufacturing subsidiary of the American Machine and Foundry Company, New York, N. Y., has bought the complete "Monarch" woodworking machinery line of the American Saw Mill Machinery Company of Hackettstown, N. J.

The transaction included all stocks of inventory bearing the Monarch trade-name. Products taken over by DeWalt include a large radial saw, small radial saw, planer, bench saw, mortiser, jointer, and band saw.

Personnel Notes

Roy Salaman is new director of advertising and sales promotion for **Sargent and Company**, New Haven, Conn. He has been advertising manager for this builders hardware firm for five years and previously covered several territories as sales representative.

★ ★ ★

Charles E. Rylee, Atlanta, Ga., has been appointed assistant sales promotion manager for consumer products for the **Westinghouse Electric Supply Company**. Leon J. Prejean has been sales promotion manager for the New Orleans branch.

★ ★ ★

Two new directors have been elected for the Upson Company, Lockport, N. Y., maker of laminated wood fiber panels. They are **William R. Kenan, Jr.**, president and a director of the Florida East Coast Company and president of the Western Block Company; and **Stephen Van Rensselaer**, assistant vice-president of the First National Bank, New York City.

★ ★ ★

William G. Polley has been appointed district sales manager for the Atlanta, Ga., region of the **Acme Steel Company**. He fills the vacancy left by the death of **Clarence A. Carrell**. He has served the Southern area for 21 years. **Charles R. Lammers** was transferred from New York to replace Polley as Southern area salesman.

★ ★ ★

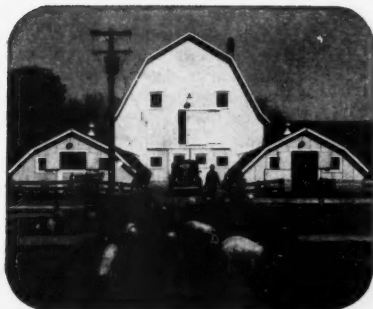
Andrew TenEyck has replaced **Samuel Soss** as sales manager of the **Soss Manufacturing Company**, Detroit, Mich. Soss recently was elevated to the presidency of the firm.

★ ★ ★

James B. Wiseman is now assistant to the president of the **E. L. Bruce Company**, Memphis, Tenn., makers of hardwood flooring. Wiseman joined Bruce in 1938 and has served as manager of the industrial relations division for the last five years.

★ ★ ★

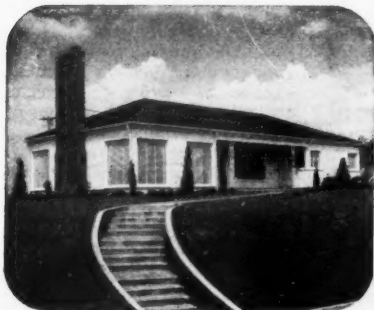
John Camp has succeeded **C. Arthur Bruce** as head of the lumber and wood products division of the **National Production Authority**. Camp retired last year as vice-president and general manager of the Camp Manufacturing Com-



Sell Exterior plywood for farm buildings



Sell plywood for eye-appealing built-ins



Sell plywood for homes of lasting beauty



Sell plywood for boats that are light, fast, rugged

**Build Profitable Volume
By Stressing This Idea . . .**

***—You'll build it
better with plywood!***



BIG, "BEST SELLERS" like this advertisement which is one in a series of SATURDAY EVENING POST advertisements are helping turn over four million POST-reading prospects into plywood customers.

It's *your* advertising, too. And it's helping sell *your* customers. This advertisement is part of the big, new POST campaign to tell people in all walks of life about the versatility, economy, strength and beauty of Douglas fir plywood. This campaign carries right down the line to tie-in with ads in national architect, builder, farm, business and industrial magazines—all part of the greatest plywood promotion ever.

Tie-in your own promotion with this powerful national advertising . . . remind your customers that they'll "build it better with plywood." For plywood sales-helps and ad mats write: (USA only) Douglas Fir Plywood Association, Tacoma 2, Washington.

Douglas Fir

Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

LARGE, LIGHT
STRONG PANELS
OF REAL WOOD



pany, Franklin, Va. Bruce has resumed his duties as vice-president of the E. L. Bruce Company.

★ ★ ★

Harry H. Fair, San Francisco, Calif., recently was elected chairman of the board of directors of the **Caterpillar Tractor Company**. He succeeds C. L. Best, who died September 22.

★ ★ ★

H. A. Raymond, Jr., has been made sales manager for the **Libbey-Owens-Ford Glass Company's** industrial resins. New Southern sales manager for industrial resins is **Ralph W. Burdeshaw**. New sales manager for coating resins is **Donald Delaney**, who will be assisted by **Victor W. Ginsler**.

★ ★ ★

New vice-president and sales manager of the **Slater Electric and Manufacturing Company, Inc.**, Woodside, Long Island, makers of wiring devices, is **John C. J. Wirth**. A graduate of Stevens Institute of Technology, he formerly was marketing counsel for the General Switch Corporation and other manufacturers.

Cedar Shakes Lauded

Moisture, trapped by paint film, was blamed for an epidemic of costly paint failures on cedar-sided homes, in a recent Seattle newspaper feature article.

The article pointed out that a principal reason for increased demand for pre-stained cedar shakes "is the fact that in stained cedar shakes there is no paint problem. The industry has formulated a stain with high covering power, which soaks into the wood instead of filming it as paint does. Hence moisture caused by condensation passes through the walls and escapes."

Southern Jobbers to Meet in Houston

A program packed with entertainment of great variety and with business sessions and informal gatherings that afford opportunity to exchange views has been planned for the 12th annual winter meeting of the Southern Sash and Door Jobbers Association.

This meeting will be at the Shamrock Hotel in Houston, Tex., November 28-30.

The first day will be consumed by the golf tournament, ladies' luncheon and bridge, cocktail party, buffet dinner, and the Shamrock aquatic show. Swimming for guests also is possible in early December, according to Shamrock officials.

Committee meetings will be held the second day, with a rattlesnake barbecue on the open range scheduled for entertainment. Buses will be provided for "those unable to ride horseback."

A general membership meeting and the directors' meeting are scheduled for Friday, November 30. These will be followed in the evening by another cocktail party and buffet dinner.

Tickets are available for the Rice-Baylor football game Saturday at the Houston stadium.

Lumberman Heads "Keep Arkansas Green"

Ben Mayhew, president of the Fordyce Lumber Company, was named president of the Keep Arkansas Green Association, at its annual meeting recently at Mount Magazine.

The Fordyce lumberman immediately announced that the KAG organization would sponsor

a series of forestry scholarships at Arkansas A and M College.

Retiring President D. K. Bemis said that the first cuttings of forest trees planted under his program would be made next year. High-school seniors then will cut trees planted during their first year in school.

Perlite Institute's Usefulness Commended

The Perlite Institute, comprising 38 processors of this volcanic glass aggregate for lightweight concrete and plaster, received the Class 1-A grand award of the American Trade Association Executives at the ATAE annual meeting in Chicago, Ill., September 17.

The award was presented to Wharton Clay, secretary-treasurer of the Perlite Institute, by Wesley Hardenbergh, president of the American Meat Institute and a past-president of ATAE.

The citation for the award read as follows: "—for its excellent services to its industry and the public and especially for its notable educational program explaining and promoting many uses and applications of perlite. In a period of less than two years, the institute accomplished the recognition of perlite by building contractors and Government officials as a valuable product in building construction. Its research efforts led to uniformity of production, to the development of testing methods of great value in proving the merit of perlite as an aggregate, and to a broadened market in other fields. The national welfare benefited by the availability of a new and useful product of high quality and significant economic value."



"OL' OX TRAIL"

Reminiscent of the last century is this oxen-drawn load of logs in the parade in 1951 Texas Forest Festival, held in Lufkin recently. According to the Carter Lumber Company, of Camden, which entered this exhibit, Angelina county still contains plenty of sawlogs this big. The Southern Pine Lumber Company, of Diboll, won the Lumbermen's Trophy at the 10th annual festival for the third time to become its final holder!

"It's easier to Sell the Leader!"

say: **K. A. MITCHELL** and **O. A. BAUMGARTNER** of the **PATTEN-BLINN LUMBER CO., Santa Monica, Calif.**



"Heatilator® Fireplace is the Number One fireplace unit!" agree Mr. Mitchell and Mr. Baumgartner. "It has rapid turnover, and gives us substantial profits and sales volume."

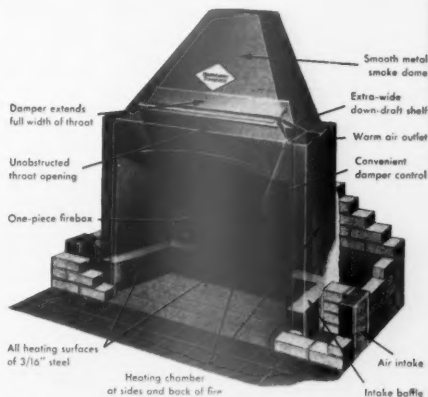


"We give Heatilator Fireplaces good display," says Mr. Mitchell (above, left), "and we explain their benefits to builders and contractors. It pays off in extra sales."

Every new fireplace is a prospect for a Heatilator unit... and every Heatilator unit sold means *extra* profit for you! The Heatilator is a heavy-gauge steel form, complete from hearth to flue. Smokeless and trouble-free, it is easy and economical to install.

Heatilator Fireplace is first in sales because of customer satisfaction and 24 years of advertising in consumer, camp, architect and builder magazines. For full information on this profitable specialty item, write to Heatilator, Inc., 9711 E. Brighton Ave., Syracuse 5, N. Y.

* Heatilator is the reg. trademark of Heatilator, Inc.



It's easier to sell . . . It's easier to make a profit on

HEATILATOR *America's Leading* FIREPLACE

T.M. REG. U.S. PAT. OFF.

NOVEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Determination Made Seale Team Successful

SOME of Uncle Sam's money indirectly helped put the S and S Sales Company in business as a representative of building material manufacturers.

It was in 1945. Oscar Seale, in service overseas, had a letter from his brother Neal in Oklahoma City. "When you get out of service," Neal wrote, "we'll go into a business of our own."

To which Oscar replied: "That sounds like a good deal. But why wait until I get out? We'll make it a partnership. You start it and I'll finance it until we get on our feet."

So in March of that year the S and S Sales Company budded—but did not fully blossom—into existence. Seale and Seale, Oscar and Neal.

In September of that year Oscar returned to Oklahoma City as a civilian, but the young agency business was not doing

It was eight months before S and S sales supported both partners, and before Oscar quit the lithography field.

Meanwhile the original territory, consisting only of Oklahoma, had been expanded. Arkansas was added in November of 1945. Seven months later Texas was added, and Oscar moved to Dallas. In September of 1948 the partners took on Louisiana, too.

Both brothers operate from their home addresses—Oscar from 4229 West Lovers Lane in Dallas and Neal from 204 East Myrtle Drive in Oklahoma City. They and their one salesman, Bill Springer, who travels the Rio Grande Valley and West Texas, drive station wagons so they can carry samples.

Major lines marketed in the four Southwestern states by the S and S Sales Company include: garage door hardware for Tavart Company; sash balances for Pullman Manufacturing Corporation; builders hardware for Safe Padlock and Hardware Company; screws and tools for Southington Hardware Manufacturing Company; solder and tools for Lenk Manufacturing Company; mechanics' tools for Pennsylvania Saw Corporation, Parker Manufacturing Company, Snell Manufacturing Company, and Vlcek Tool Company; fishing and tool boxes for Hamilton Metal Products Company.

When business was good enough so that Oscar could give up his lithography job, his first move was to tour the manufacturing centers, seeking lines. The brothers had very definite ideas of what lines they wanted, and Oscar went after them. But when he eventually returned to the territory, he came without any line he had sought.

That did not discourage Seale and Seale. Other lines worked in quite satisfactorily. Yet the brothers never did lose even a fraction of their keen desire for one particular line.

But each year the brothers sent the manufacturer a letter, reminding him they were still available and were very much interested in having the line. Each year the



Oscar Seale

answer came back, short and to the point. Always the answer was no, until finally the manufacturer became exasperated and requested the Seales to quit bothering him. And then, as this past summer was waning, there came an air-mail letter from the same manufacturer asking for references. There followed a meeting in New York. The Seales expected to have that line to offer by this month.

William Neal Seale, 38, and Oscar M. Seale, 35, were born in Fort Smith, Ark., where both graduated from high school. Thereafter, in 1928, Neal began his career in the building supply field with Dyke Brothers, and Oscar attended the College of the Ozarks in Clarksville, Ark., until the family moved to Oklahoma City in 1934.

Neal continued with Dyke Brothers in Oklahoma. Oscar traveled, selling lithography, until he was drafted into the armed forces in February of 1941. Neal later became connected with Kilpatrick Brothers Lumber Company of Oklahoma City, leaving that connection to enter business.

Both Seales are Masons. Oscar is active in VFW and the Legion.



Neal Seale

well enough to support both brothers, who lived frugally together, unmarried then. So Oscar returned to his job of selling lithography for an Oklahoma City printer and applied a substantial amount of his income toward keeping brother Neal on the road.

ANOTHER ADVANTAGE OF BUILDING WITH HOMASOTE...

AS INTERIOR FINISH

- the perfect base
for paint or wallpaper
- with no unnecessary
wall joints or batten strips

When you use Homasote for interior finish, you get great structural strength, maximum insulating efficiency and sound-deadening qualities—all in one material. The Big Sheets—up to 8' x 14'—are completely weatherproof and permanently crackproof. You have a drier and quieter house. You are forever through with unsightly wall joints and batten strips. You have the perfect base for paint or wallpaper.

Wood-textured Homasote Panels are individually molded from actual boards—reproducing all the grain and texture of natural wood.

Striated Homasote Panels are the newest and finest development in structural insulation. By varying the panel widths, the angles at which they are cut and placed, you have infinite variety of pattern.

Both Wood-textured and Striated Panels may be stained or painted to achieve almost any desired color effect—pastel or dark, solid or treated to bring out the interesting lines. Homasote in any form may be used for exterior finish as well as interiors.

Let us send you literature and samples on all three types. Kindly give us the name of your lumber dealer and address your inquiry to Department 45.



... in Big Sheets up to 8' x 14'

... oldest and strongest insulating-building board on the market



Nova Sales Co.—a wholly-owned Homasote subsidiary—distributes the Nova Roller Door, Nova-I. P. C. Waterproofing Products, the Nova Shingle and Nova-Speed Shingling Clip and the Nova Loc-Nail. Write for literature.



STANDARD—in Big Sheets up to 8' x 14'



WOOD-TEXTURED—in panels 16" x 96" 32" x 96" 48" x 96"



STRIATED—in panels 16" x 96" 32" x 96" 48" x 96"



ASSOCIATION ACTIVITIES

30-Man Forum Scores at Oklahoma Convention

BOB PARKER CHOSEN TO HEAD ASSOCIATION

WITH REGISTRATIONS in excess of 1,800, with 141 exhibitors in a merchandising show, and with a permanent, progressively-expanding modern farm conveniently located for demonstration purposes, the Oklahoma Lumbermen's Association gave every evidence of maturity after only four years of existence, at its fifth annual convention at Oklahoma City last month. The dates were October 15-17.

This convention served also to turn the spotlight of attention on association aggression in sponsored merchandising plans for 1952. These include a short course at Oklahoma A. and M. College; a "Clean-up, Paint-up, Build-up" farm and ranch week in Oklahoma; and the fourth annual farm and ranch building day at the A. and M. demonstration farm at the edge of Oklahoma's capital.

Principal buildings on this farm have been modernized through co-operation between the association and A. and M. College. The results constituted one of the principal convention attractions. Large numbers of convention delegates were supplied with special bus transportation and spent half a day inspecting farm buildings and noting farm merchandising opportunities as demonstrated.

Business sessions were streamlined, with a limited number of scheduled addresses. Even the election of officers was disposed of, in the annual directors' meeting, before the convention was called to order.

This election resulted in the choice of R. A. (Bob) Parker, of the lumber company by that name, Ponca City, for president, succeeding Paul Leonhard of the Chaffin Brothers Lumber Company of Oklahoma City. The new vice-president is Dale Carter, of the Carter Lumber Company of Tulsa.



Top officers of the Oklahoma Lumbermen's Association were delighted over the attendance and response to the group's recent fifth annual convention in Oklahoma City. From left, the foursome includes Paul K. Leonhard, Chaffin Brothers Lumber Company, Oklahoma City; W. M. (Bill) Morgan, OLA's secretary-manager; R. A. (Bob) Parker, Parker Lumber Company, Ponca City; and Alfred Leonhardt, treasurer, of Oklahoma City. Leonhard is the retiring president and Parker is the newly-elected president of the Oklahoma Lumbermen's Association.

He succeeds Sy Akard, of the Akard and Caton Lumber Company of Enid.

The perennial treasurer, who is approvingly referred to as "Old Moneybags," is Alfred L. Leonhardt, of Chaffin Brothers of Oklahoma City. W. M. (Bill) Morgan continues as secretary-manager.

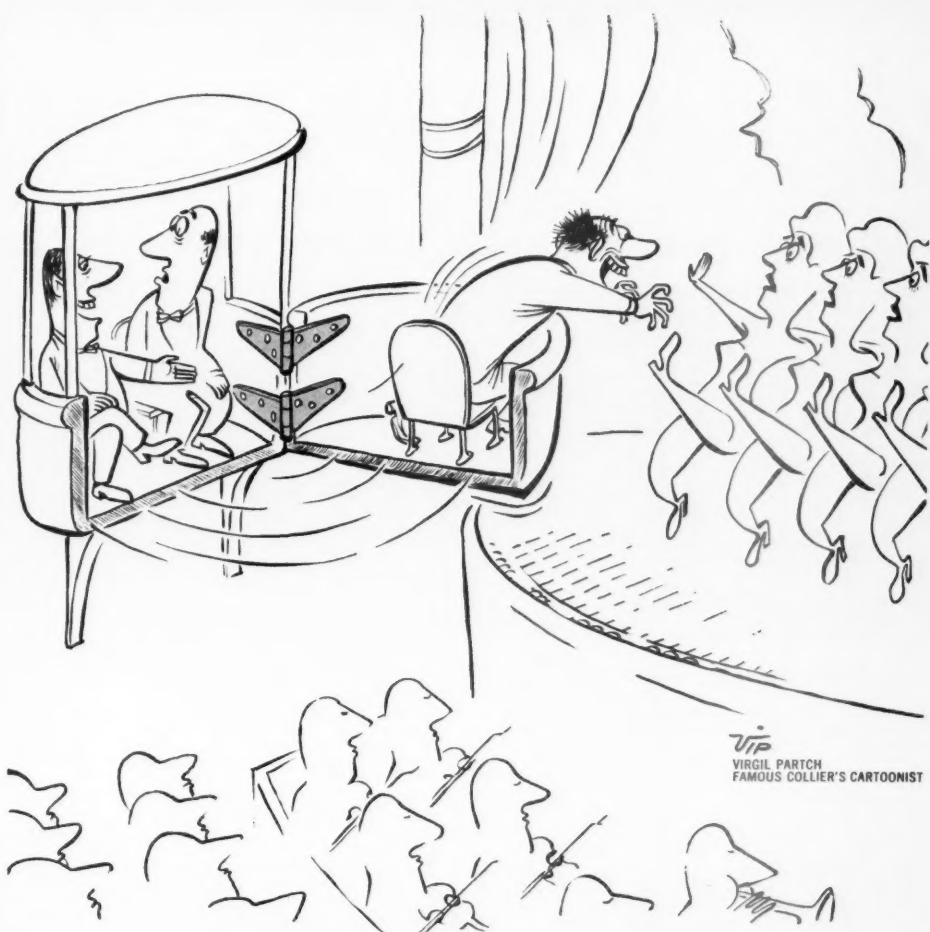
Popularity of the forum discussion again asserted itself at this convention, with a panel that provided the dominant feature of business sessions. For this occasion thirty men, each identified by name cards, were seated at three tables arranged in echelon. Ten of these were association factors or otherwise connected with the industry, while the remaining 20 represented practically every line of endeavor, including Federal Government agencies involved in the activities of a retail lumber dealer.

Thus the panel was qualified to answer almost any question, but only 13 of its members were called upon by the moderator, Kermit Ingham, a past president who

operates a yard by that name in Stillwater. These 13 devoted their time to a discussion of questions which had been submitted in advance in writing. Most interest was evidenced in the extemporaneous remarks of Bus B. Bass, of the mortgage department of the First National Bank and Trust Company of Oklahoma City. He discussed the money market and his conclusion was that this market is about as good as those who pull the strings want it to be.

In the president's annual address, President Leonhard passed on to members, directors, and staff all credit for a year of association progress, which he found satisfactory, reporting a total of 411 member yards and 19 associate members.

"This has brought us more income," he commented, "and has made it possible for us to engage in more activities for the benefit of the industry." He left the implication that a bigger and stronger association is expected in another 12 months, saying, "Let's not look too



"Edgar's an EVERYnighter now that
EVERYTHING HINGES ON HAGER!*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



far into the past, but into the future, for Oklahoma is just now coming of age, just now putting on long pants."

Only one other speaker from within the industry, G. F. Hoppe, appeared on the program. He is sales promotion manager for Insulite. In a discussion of lumber merchandising, he used toy balloons, a toy pistol, a pair of

panties, and other "props" to hold attention.

"Shelter is the only enduring thing in this country today," he declared. "Shelter is the best investment for an individual and the shelter business is the most reliable business there is." He named three essentials for the lumber merchandiser—hard work, humility, and honesty.

Joseph F. Leopold, of Dallas, Tex., representing the National Tax Equality Association, had a one-word topic—"Taxes?" He warned that businessmen must get into business politics.

In an address, "Why Take Any Title Chances?" William Gill, Sr., traced the current system of records back to the original real-estate transactions and pointed out

VIRGINIANS "WARM UP" OVER AIR-CONDITIONED OFFICES



SEPTEMBER 26 was a warm day in Richmond, Va., for a tedious meeting of the Executive Committee of the Virginia Building Material Association. But the members did not mind at all. In fact, as the photo at top left indicates, they enjoyed it!—because they met for the first time in the new air-conditioned office annex to the home of Secretary-Manager Harris Mitchell.



Standing, left to right, at bottom of handsome entranceway are Forrest G. Brice, Lester Burrough, Maurice F. Large, and Forrest E. Paulett. Higher up from left, are E. L. Whitehurst, Craig Ruffin, Mitchell, and L. R. O'Hara.

The 20x21-foot office wing is completely air-conditioned by a \$2,500 three-ton Weathermaker installation. The first floor is used for a reception room for association members and for the secretary-manager's study. Mitchell is seen above dictating letters to Mrs. Dorothy Waugh.



THE WORKSHOP on the second floor is seen at right, with the auxiliary bookkeeping and reception office pictured at left with Mrs. Harris Mitchell at work in this double capacity. The office force in the workshop above includes, from left, Mrs. Waugh, stenographer, Miss Louise Davis, bulletin editor, and Mrs. Lucille B. Keller, bulletin secretary. Five telephones and multiple buzzers place every member of the staff at the finger-tips of Miss Davis and Mrs. Waugh, who take most calls.

The VBMA offices were moved to Mitchell's residence at 3303 Monument Avenue in Richmond in 1943 when the building it occupied downtown was sold. Officers of the Virginia Building Material Association granted Secretary Mitchell permission to serve three



other associations, including the Virginia Retail Coal Merchants Association. This combination arrangement permits the VBMA to draw on the services of four competent office women at all times, instead of just one. It expedites big mailing jobs and results in important economies.

The new air-conditioned quarters cost \$12,900 for three walls, two floors, stairs, roof, and utilities—the equal of four residential rooms in area and construction. The new VBMA address is 3305 Monument Avenue, Richmond 21, Va.



New Leigh Products

THAT WILL ADD TO THE CONVENIENCE
AND SALEABILITY OF ANY HOME



Screen

DOOR GRILLES

These attractive Screen Door Grilles are adjustable to fit all screen doors. They not only enhance the beauty of the entrance but also end the problem of bulging, torn screen.

Excellent as window guards — they keep small children from falling out and prowlers from getting in. Built of heavy (1/8" thick) rounded bar stock, 1/2" width. Finished in beautiful Colonial Black.

3 SIZES

LARGE — for 30" to 36" doors. Adjust from 12" to 34" wide.

MEDIUM — for doors with a cross bar. Adjust from 11" to 31" wide.

SMALL — for use in pairs with doors that have divided bar in lower panel.



Recessed

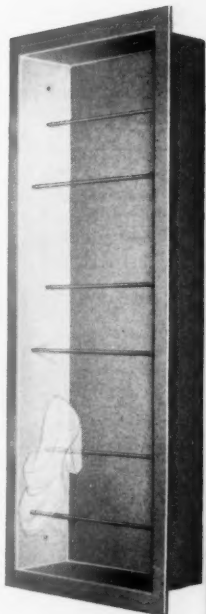
SHOE RACKS

The sensational shoe storage container that keeps shoes neat and handy — yet takes no closet space.

Leigh Shoe Racks are the perfect answer to the problem of storing shoes in closets. Shoe Rack recesses into wall; can be easily installed in old or new homes.

Fits 14 1/4" x 36 1/8" opening. 3 3/4" depth gives flush installation — even with dry wall construction. Wide margin (1 1/4") covers rough edges of opening. 36" height provides ample space for as many as 9 pairs of shoes.

Built of heavy gauge galvanized and bonderized steel — welded construction. Finished in White baked enamel.



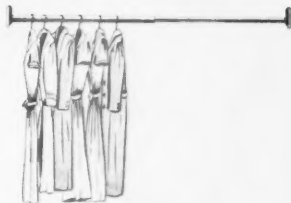
FITS OPENING
14 1/4" x 36 1/8"



A-D-J-U-S-T-A-B-L-E CLOSET RODS



A rigid, easy to install rod that inexpensively solves the problem of clothes storage. Leigh Closet Rods are built in 3 sizes that fit the majority of closets. Each size adjusts to fit any dimension within the size range. Rod telescopes to give adjustability. Holds heavy load of clothing without sagging or pulling out of fastening. Unique end plate screws to wall or hook rail. Heavy steel rods and end plates have bright electro-plated finish.



Write for the New Leigh Catalog showing the complete Leigh Line.



LEIGH BUILDING PRODUCTS DIVISION

AIR CONTROL PRODUCTS, INC.

Sun Avenue,

Coopersville, Michigan

to the convention, steps that should be taken to remove the hazards from title exchanges. Gill is vice-president of the American First Trust Company of Oklahoma City and has served as president of both state and national title associations.

There was a Hoo-Hoo concatenation, stimulated by Arthur Black, of the General Sash and Door Company, who gave away three memberships to the three best guesses on the number of Hoo-Hoo members attending the company's annual luncheon.

400 Cats Attend Hoo-Hoo Convention in Fla.

MORE THAN 400 CATS from all parts of the United States and Canada gathered in Miami Beach, Fla., for four days of fraternal fun and fellowship, October 7-10. The Florida clubs were hosts to this 60th annual convention of the International Concatenated Order of Hoo-Hoo.

Registration, a welcome party, then dinner in the Roney Plaza Hotel Gardens were the activities Sunday.

In his report on Monday, the

Snark of the Universe, Lynn Boyd of Pampa, Tex., commented that "lumber prices will not increase any further, short of all-out war." He also told members of this oldest industrial fraternity that last year, lumber dealers and contractors built 1½ million homes in the United States.

Wives and Cats heard the address by Marc L. Fleishell, Sr., on "Hoo-Hoo and the Lumber Industry."

Secretary Ben F. Springer reported that active Hoo-Hoo membership has reached 10,216 in 95 clubs. Reports on local educational and social programs of clubs indicated that Cats throughout the nation are promoting fellowship and supporting worthy causes both in the industry and in local communities.

One important change in by-laws provides that the Snark of the Universe shall be chairman of the board of directors—the Supreme Nine—and shall represent the whole country. A new officer, the Supreme Hoo-Hoo, replaces the Snark as head of one of the nine Jurisdictions of Hoo-Hoo.

A penalty of \$2.00 was voted for members not paying dues by January 9 of each year.

Forty Kittens were initiated at a concatenation under the direction of Florida State Deputy Snark Tom Walt.

Retiring President Lynn Boyd was made president of the Hoo-Hoo corporation. Other officers: Harry F. Partridge, vice-president; Edwin F. Fischer, treasurer, and Ben F. Springer, secretary.

Robert J. Stalker, Quincy, Mass., a member of the Supreme Nine for two years and head of the New England states Jurisdiction, was elected new Snark of the Universe.

New members of the Supreme Nine are: George Soltis, Bridgeport, Conn., Supreme Junior Hoo-Hoo; Ernst Hammerschmidt, Chicago, Supreme Bojum; and Carl Gavotto, San Diego, Calif., Supreme Hoo-Hoo.

Members retained include Arthur H. Geiger, Tacoma, Wash., Supreme Gurdon; Harry B. Weiss, Memphis, Tenn., Supreme Senior Hoo-Hoo; Martin McDonald, Port Arthur, Ontario, Supreme Arcanoper; Clifford Schorling, North Kansas City, Mo., Supreme Jabberwock; John B. Egan, St. Paul, Minn., Supreme Scrivenoter; and John H. Dolcater, Tampa, Fla., Supreme Custocatian.

America's
NUMBER 1

Grani-lite
RESEMBLES GRANITE
DECORATIVE WALLBOARD

**REMODELING
PRODUCT**

Resembles
Real Granite

**the Tileboard that
sets new standards of
Quality and Beauty**

CUSTOMER
TESTED

With its striking
new color tones and resemblance to real
granite—Grani-lite has received instant customer
attention—and acceptance. And demand
continues to increase. That is the only true
test for any product.

DEALER
APPROVED

Because Grani-lite has met the
Customer Test so well, it follows that more and more dealers are
approving and recommending it. It has the
beauty to sell on sight—and the wearing
quality to satisfy. If samples are not available
from your jobber, please send your request
direct to our factory.
Please mention name of this publication.

4 PATTERNS
5 COLORS

SMOOTH SURFACE
TILE PATTERN
PARALLEL LINE
STREAM-LINE

Wallace
MANUFACTURING CO.
10th and Fayette, North Kansas City, Mo.



Davis' New Match-Mated Line Means Less Stock . . . More Profits!

The Davis Match-Mated Line means that you can have a complete color line without overstocking shades in small demand. Every shade of the rainbow . . . Match-Mated to your customer's taste . . . is waiting for you in the multiple color combinations of Davis Match-Mated Paints

When you combine the new Davis Match-Mated Deep Tone

Paint with varying proportions of white, your original two cans of paint can be multiplied into a palette of beautiful shades and colors. You need stock only the basic Deep Tone Colors and White . . . and your paint line becomes a complete color line at much less inventory cost. The coupon below will bring you complete details on this **profit-plus** paint line.

DAVIS

Match-Mated
DEEP-TO-LIGHT TONE COLORS

*Special Feature For varying degrees of gloss . . . merely add **Ad-A-Sheen** . . . a special formula liquid which, when added to flat paints, gives desired gloss.



STOCK LESS . . . INVEST LESS . . . PROFIT MORE!

DAVIS MATCH-MATED LINE

THE H. B. DAVIS CO., 1701 BUSH & SEVERN STS., BALTIMORE 30, MD.

**The H. B. Davis Co.
1701 Bush & Severn Sts.
Baltimore 30, Md.**

I am interested in multiplying my paint profits. Send me the complete details on Davis' Match-Mated paints.

Name

Address Zone

City State

ASSN. SECRETARIES CONFER ON GEORGIA COAST



For the first time in three years, the secretary-managers of the building supply dealer associations in the Southeastern states last month gathered for conference and fellowship at the General Oglethorpe Hotel near Savannah, Ga. Seen at left following a fish-fry luncheon, the group includes, seated in front, E. B. Lemmons, Mississippi; Harris Mitchell, Virginia; and Don Campbell, Kentucky. Standing, left to right, are Mrs. Lemmons; Mr. and Mrs. R. O. Brownlee, Tennessee; Mr. and Mrs. R. Ned Ball, Louisiana; Joseph G. Rowell, Georgia; Mrs. Marie Bennett, Florida; Mrs. and Mr. Thornton Estes, Alabama; Mrs. and Mr. E. M. Garner, Carolinas.

Nickell Heads Kansans

The some 250 retail lumber dealers and manufacturers' representatives at the convention of the Kansas Lumbermen's Association in Salina, October 10-11, were told that good, sound advertising and publicity are more important now than ever. Upholding this

conviction was John W. North, South West Lumber Company, who spoke on "Advertising Begins at Home."

Dan Stanley gave pointers on "Selling Today's Product in Today's Market." "The Cement Situation" was covered by Dwight Hardman. Dorr Carroll, Jr., of the City Bond and Mortgage Company,

Kansas City, discussed the current mortgage market. Leo T. Welding, Kansas State College, talked on sewage disposal problems.

Heading the group as president for the year is J. F. Nickell, Beloit Lumber and Coal Company, Beloit. First vice-president is J. R. Nulty, Jewell Lumber Company, Jewell; second vice-president,

Wow! what **Sales and Profits**

with **"Premier" ALUMINUM MOULDINGS**

Write for Catalog & Price List

METAL TRIMS, INC.
BOX 1072, YOUNGSTOWN 1, OHIO

In Beautiful Colors...

Johns-Manville Smoothgrain Asbestos Siding

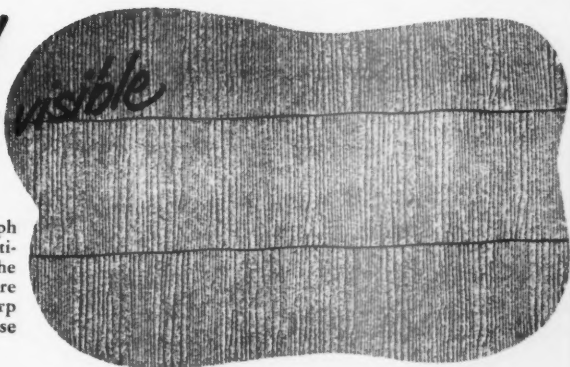


*Smooth surface...
yet beautifully grained*

The surface of this new siding shingle is smooth, not grooved, but from any angle you'll see a richly colored, deep-grained texture that's built right into the shingle with permanent ceramic granules. Because the surface is smooth, Johns-Manville Smoothgrain Asbestos Siding resists soiling; and because it *looks* grooved, they are architecturally attractive. Available in a wide variety of *Permatone* colors including Heather Green, Autumn Brown, Weathered Gray, Silver Gray and White.

*Nail heads and
joints are hardly
visible*

In this unretouched photograph there are 18 exposed nail heads and 8 vertical joints but you can hardly see them. The nail heads are lost in the color blended texture and because the edges are cut so clean and sharp each shingle blends harmoniously with those adjoining.



Faster, better installation

Because of the smooth surface and uniform thickness, Smoothgrain Shingles are easier to cut, have cleaner edges... there's no chipping to cause spoilage or mar appearance. Fireproof, rotproof, and weatherproof, Smoothgrain Asbestos Siding never needs preservative treatment. Applied right over existing sidewalls, it restyles the oldest house and makes it look "new."

For a full-color brochure on Smoothgrain, write Johns-Manville, Box 290, New York 16, N. Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.



Johns-Manville

DELUXE

Superlite[®] PANELS



ELEVEN... TWELVE COLORS

...available in 12 pleasing colors. Sheets come in solid colors, 4" x 4" tile effect, Leveline (horizontal lines on 8" centers). Leatherwood (a grained leather effect) is available in 4 colors.

DURABLE BAKED FINISH ... baked on for extra lustrous and extra wear resistance. ROUNDED-EDGE SCORE LINES ... give realistic deep shadow effect.

LARGE SHEET SIZE

... up to 12 ft. long, reduces application cost ... and no premium for long lengths.

Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, durable baked-on plastic finish in twelve colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.



LEATHER-
WOOD



TILE EFFECT



LEVELINE

Also available in plain sheets.

SUPERIOR WALL PRODUCTS CO.

4401 N. American St., Philadelphia 40, Pa.

"for more than a decade"

Dean F. Newbury, Norton Lumber Company, Norton; secretary-treasurer, M. L. Doner, Golden Belt Lumber Company, Salina.

Directors elected for a two-year term include Tom J. Griffith, Manhattan; C. W. Hardman, Wakeeney, and D. C. Larson, Salina.

New Houston Leaders

Dwight M. Nichols, manager of the Temple Lumber Company, was recently elected president of the Houston (Tex.) Retail Lumber Dealers Association.

W. D. Allison was made vice-president; Joe Brewton, membership secretary; Ed W. Taylor, retiring president, is now chairman; W. B. Milstead, chairman of advisory board, and H. J. Skinner continues as secretary-manager.

New NWLDYA Officers

Members of the National Wholesale Lumber Distributing Yard Association elected Lawrence S. Clark, St. Paul, Minn., president of their group at a recent convention in Chicago, Ill.

First vice-president is Alvin Huss, Chicago; second vice-president, Thomas W. Fry, St. Louis, Mo., and secretary-treasurer, George W. Bateman, Philadelphia, Pa.

Harry D. Gaines, St. Louis, was added to the Executive Committee. It is headed by J. Jackson Kidd, Baltimore, Md.

Southern and Southwestern directors include Gaines and Vernon F. Christmann, of St. Louis, and D. Carlyle MacLea, Baltimore.

Texas Districts Meet

Bill Milstead, president of the Lumbermen's Association of Texas, has started fulfilling his desire to visit dealers during his term of office by heading a group of association officials who recently conducted district meetings.

A meeting for the San Angelo district dealers was held November 5 at the Cactus Hotel. John Armstrong was chairman of this meeting.

November 6, dealers in the Sweetwater district met at the Sears-Roebuck Livestock Arena. Fred Smith was chairman.

Lubbock dealers met November 7 at the Hilton Hotel for a session, with S. S. Forrest as chairman.



"No blooming on my walls..."

George H. Smith, Jr.,
Illinois Local No. 21,
a bricklayer since 1917

"Blooming (the white mottling sometimes caused by inferior masonry cement) can really spoil a good masonry job. But I've never worried about it since I started using Marquette Masonry Cement.

"The technical boys call it efflorescence. They say it's due to soluble salts leaking out of the mortar and staining the surface. Because Marquette Masonry Cement is low in soluble salts, and resists water, you won't have this trouble.

"Well, efflorescence or blooming, whatever term you use, you can forget about it when you use Marquette Masonry Cement. The entire surface keeps its smooth, even color . . . that's another reason why you should always use Marquette Masonry Cement for better masonry jobs."

MARQUETTE
Masonry
CEMENT

The 10 basic
requirements
of high quality
masonry cement*

1. Plasticity
 2. Body
 3. Strength
 4. Yield
 5. Color
 6. Adhesion & Bond
 7. Negligible Shrinkage
 8. Water Retention
 9. Water Repellency
 10. Non-efflorescing ✓
- *You get all 10 when you use Marquette!



Marquette Cement Manufacturing Company

CHICAGO • ST. LOUIS • MEMPHIS • JACKSON, MISS.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Any quantity of Marquette Masonry Cement will be shipped in mixed carloads with other types of Marquette Cement

DEALERS

in the NEWS

KANSAS

BEAGLE: The R. A. Protzman Lumber, Grain and Hardware firm has been sold to Mr. and Mrs. S. R. Zook of Richmond, Mo. October 1 was the first day in 75 years that a member of the Protzman family was not active in the business.

BELLEVILLE: More than 1,000 visitors attended the Belleville Lumber Company's opening of its re-

modeled office. During the day, 500 bowls and 500 balloons were given to guests.

HOWARD: An "open house" observed the anniversary of the founding of the Gibbon Lumber Company, one of the oldest firms in the city, by the late John W. Gibbon, father of the present owner. In the evening, a motion picture was shown at the American Legion hall, followed by the presentation of prizes.

LEOTI: A new building—complete with modern display fixtures—is being enjoyed by personnel and customers of the Foster Lumber Company. The yard was started in 1892. The firm still has a newspaper clipping printed in that year that stated that the new company "has built

shed room for 10 carloads of coal and will try to prevent a coal famine here this winter."

BUCKLIN: Coffee, dough-nuts, and door prizes were offered to customers of the Lindsas Lumber Company recently at an "open house." The old Lindsas chain of yards was dissolved about 18 months ago after the death of Ed Lindsas. C. R. Lamme, a son-in-law, took over active management of the four remaining yards. Arlo Graham has managed the Bucklin yard for over five years.

GEORGIA

ATLANTA: The West Lumber Company recently named three new vice-presidents—Ivan M. Jenkins, Harold H. Jenkins, and E. T. Hawes. Ivan Jenkins heads the credit department and will also act as secretary. Harold Jenkins joined West 31 years ago and serves as treasurer. Hawes is general forester. These promotions were announced by General Manager Herbert J. West.

KENTUCKY

RUSSELL SPRINGS: A charter has been granted, authorizing the Bottom-Bernard firm to sell building supplies, hardware, and other specialties. J. S., O. G., and Elma Bottom are the incorporators.

BURGIN: The Clell Coleman and Sons company has a new two-story office building for personnel of its lumber division.

LOUISVILLE: The Louisville Builders Supply Company has purchased Worrall Brothers, veteran manufacturers of concrete blocks and brick in 86 different sizes and shapes in St. Matthews on North Hubbard Lane. The main LBSC office is at 1032 South Eighth Street in Louisville.

MISSOURI

KANSAS CITY: The incorporation charter of the Brooks Home Coal, Lumber and Roofing Company has been dissolved.

TEXAS

HILLSBORO: Charles Stough has succeeded Max Wheeler as manager of the Lyon-Gray Lumber Company. Wheeler left for Kilgore on October 1 to join the Mansfield Hardwood Lumber Company.

ROCKDALE: Newest business in Rockdale is the Coffield Lumber Company, owned by H. H. Coffield. Darrell Leech is manager of the new firm.

HALE CENTER: The R. B. Spencer Company has a new 20x140-foot lumber shed. Manager J. C. Milmer said he intends to increase the firm's stock of lumber.

WELLINGTON: The Lone Star Builders Supply, Inc., has installed new curing ovens to step up production of concrete blocks.

DALLAS: Alex W. Sanders recently was made secretary-treasurer of

Better Home Construction At Lower Cost—Millions Of Installations Prove It!



Sounder, more satisfactory construction is only one of the advantages you can offer your builder customers when you recommend precision-made Complete Window Units, assembled at the mill or by your millwork jobber. For many years, and on millions of jobs, builders have been getting these benefits, and saving money besides:

1. Waste of material and time is eliminated.
2. Labor cost is reduced by avoiding on-the-job fabrication.

Ready-To-Install

COMPLETE WINDOW UNITS

Equipped With

MONARCH METAL WEATHERSTRIP

3. Days, and even weeks, are cut from completion dates.

Everybody profits—the builder, the owner, and you—when you sell Complete Window Units equipped with Monarch Metal Weatherstrip.

*Get Them From Your
Sash And Door Jobber*

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Fireproof
Gold Bond
 GYPSUM SHEATHING
Water-repellent
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**NEW FHA RULING
 widens market
 for Gold Bond
 Gypsum Sheathing!**



**You'll build or
 remodel better with
 Gold Bond**

● *Fireproof Wallboards,
 Decorative Insulation
 Boards, Lath, Plaster, Lime,
 Sheathing, Wall Paint,
 Textures, Rock Wool
 Insulation, Metal Lath and
 Sound Control Products.*

NO BUILDING paper or caulking needed over Gold Bond water-repellent gypsum sheathing! That's the new FHA ruling that means bigger Gold Bond Gypsum Sheathing sales for you!

It stands to reason the best way to sell a builder these days is to tell him how he can cut costs, and still get a top quality job.

Gold Bond Gypsum Sheathing adds structural strength by actual test. The big fireproof panels go up fast and speed construction time. Another saving—important these days—only half the number of nails are required as compared with old style sheathing. Tongue-and-groove edges insure windtight joints.

We're telling builders about the advantages of using Gold Bond Gypsum Sheathing, telling them how it saved over \$6,000 in a 60-duplex New England development. Make sure you've got a good supply on hand!

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

the George W. Owens Lumber Company. He succeeds the late L. Diamond. Sanders continues his duties of sales manager.

ANDREWS: J. R. Bills, manager of the Western Lumber Company, has been appointed to the city council. He will fill an unexpired term.

DENTON: William B. Peters has returned here to manage the Temple Lumber Company. For the last two years he has managed Temple's yard in Orange.

PAMPA: Lumberman Dick Hughes recently completed a beautiful air-conditioned six-story and basement "Hughes Building." It represents an investment of \$1.5 million. Hughes also is treasurer of the National Association of Home Builders.

ARKANSAS

BALD KNOB: W. C. Whitley, Jr., manager of the Bald Knob Lumber Company, is new superintendent of the Methodist Sunday school.

LOUISIANA

BATON ROUGE: The charter of the Pelican Lumber and Supply Company has been dissolved.

SHREVEPORT: The Southern Building Supply firm has a remodeled floor covering department. It carries a full line of linoleums and inlays for both commercial and residential use.

WINNFIELD: Three men who do long-distance hauling for the Thomas Lumber Company have been honored

by the Employers Mutuals for their safety records. The men are A. E. Cheek and J. C. Mixon, who have driven two years without accident, and Robert Guin, who has a flawless record for one year.

DENHAM SPRINGS: The Williams Lumber Company has dissolved its corporation.

NORTH CAROLINA

ASHEVILLE: The Carter Lumber Company has been granted a charter of incorporation. Authorized stock is \$100,000. Flata Carter, Margie Carter, and W. K. McLean are stockholders.

ALBEMARLE: The Huckabee Lumber Company has moved to a new building at First and Hearne Streets here. W. T. Huckabee says the new building houses a showroom and storage space in the basement.

OKLAHOMA

OKLAHOMA CITY: Crowds poured into the Carey Lumber Company's new store October 6 to see the new merchandise displays and modernized interior.

WYNNEWOOD: George Williams recently was promoted to manager of the Hudson-Houston Lumber Company. He had been assistant to Bob Sharpe, who recently was transferred to manage the Pauls Valley yard.

CLEVELAND: Clayton Walker has purchased an interest in the Cleveland Lumber Company and assumed management of the business. He bought part of the stock owned by Elmer Heard, Jr. . . . Carl Quillin, former Benson Lumber Company employee, became manager of the firm late in August. He replaces Charles Shouse, who now is in Bartlesville.

SOUTH CAROLINA

GREENVILLE: Wade H. Stephens, vice-president of Ross Builders Supplies, Inc., is colonel of the construction division for the Greenville Community Chest campaign.

CHARLESTON: The Home Builders Lumber Company has moved to a new location at 178-180 East Bay Street. This company specializes in small dimension orders and millwork. Its president is Simpson Parker.

FLORIDA

DAYTONA BEACH: Art Winfree and Associates, Inc., climaxed 23 years of growth in the center of this resort city by moving into a 7,000-square-foot modern building at 1052 N. Beach Street last month. The structure houses the firm's offices, display room, and warehouse. The Art Winfree organization supplies building specialties locally at retail.

CRAWFORDSVILLE: Ed Culbreath and George W. Miller have opened the Wakulla Sash and Door Company. Besides building supplies,

One order!

Now...

**ONE ORDER
COVERS YOUR
NEEDS FOR BOTH
ASPHALT AND
ASBESTOS PRODUCTS**

The Asbestos Line includes:

ASBESTOS SHINGLES

DUTCH LAP
HEXAGONAL
TRADITIONAL STRIP

ASBESTOS SIDING

WAVELINE SHINGLES
STRAIGHT EDGE SHINGLES

ASBESTOS WALLBOARD

UTILITY
FLEXIBLE



For 31 Years... Manufacturers of Quality Asphalt Roofing and Siding.
AMERICAN ASPHALT ROOF CORPORATION
Kansas City East St. Louis Salt Lake City Fort Worth



* *The Crestwood*
Three bedroom home for more
and better living designed by
Schwarz and West—A. I. A.

* *The Archwood*
Four bedroom home. Another first
in better housing by nationally
known contemporary architect
Oscar Stonorov—A.I.A.—A.L.P.



* *The Eastwood*
Two bedroom home. Modern as
this moment. Designed by Robison
Heap noted contemporary ar-
chitect.



BUILD TODAY'S HOMES

**NOT
YESTERDAY'S**

build Peaseway Contemporary Homes

So NEW . . . So DIFFERENT . . . So SALABLE. Never before such a wealth of new and desirable features for modern living. Peaseway "New-Design" Homes are the FIRST prefabricated CONTEMPORARY DESIGN homes in America. Each one a masterpiece of livability, quality and durability. To the forward thinking builder they present a solid opportunity to establish himself as a leader in the building industry in his area.

Our Peaseway Plan tells you how these "New-Design" homes can be yours to build on a franchise basis in your territory. It tells you, too, about the

complete line of Peaseway Homes you can offer—ranging from a 2-bedroom home of 691 square feet to the latest contemporary design home of 1410 square feet containing 4 bedrooms and 2 baths. Prices range from \$7,000 up. F.H.A. approved.

Many of our franchise builder-erectors aided by the Peaseway Plan have gained prominence and dominance in their market. You may be located in one of our recently opened territories, East of the Mississippi. We urge you to write at your earliest convenience . . . just a few lines on your letterhead asking for the Peaseway Plan.

WRITE TO:
PEASE WOODWORK COMPANY
ROOM 1123
CINCINNATI 23, OHIO
"In business in Cincinnati since 1893"

Peaseway
homes
... first in better living.

the new firm sells appliances, having been made Crosley dealer for this section.

ARCHER: Harvey Brice, of Brice Lumber, Inc., has a new solution of what to do with sawdust. He has developed a cannon-looking device that includes a large blower run by a gas engine. He thus creates a furnace effect in the sawdust pit and causes it to burn readily. His biggest problem now, he says, is keeping people from taking his "cannon" to the park as a city ornament.

MISSISSIPPI

GULFPORT: W. R. Ligon and T. P. Chapman have opened the Ligon

and Chapman Lumber Company here at 2001 25th Avenue. They offer a complete supply of building materials, including kiln-dried lumber. "Raz" Ligon is vice-president of the Gulfport Exchange Club. Chapman is a member of the Lions Club and vice-commander of the DAV.

TUPELO: Some 3,000 visitors thronged to the recent "open house" that marked the 47th anniversary of Leake and Goodlett, building supply firm. Thirty prizes were awarded at the celebration.

JACKSON: Miss Mary Henry has joined the Terry Road Lumber Company as a consultant at the Color Bar. She received her art training at Belhaven College.

Obituaries

J. C. MARTIN, SR., 66, president of the J. C. Martin Lumber Company in Waynesboro, Miss., died after a long illness, on October 11. He was a member of the Baptist Church and the Waynesboro Rotary Club. His widow, three sons, three daughters, and seven grandchildren survive him.

A. L. SWEET, 84, Kansas City, Mo., died September 20. He had been land commissioner of the Long-Bell Lumber Company and a company employee for 50 years. He also served as vice-president of the Long-Bell Petroleum Company. For many years he was president of the G. W. O'Halloran Lumber Company and a director of the Cowley Lumber Company. He is survived by a widow and a son.

R. D. WALKER, of the R. D. Walker Lumber Company in Mobile, Ala., died October 6 after a long illness. Walker had been in the lumber industry for half a century, sometimes as a manufacturer but constantly as a wholesaler.

H. G. TRUSLOW, 59, president and general manager of Pfaff and Smith Builders Supply Company, Charleston, W. Va., died October 2 en route to Cincinnati for a physical checkup. He was a director of the Charleston Chamber of Commerce. Surviving are his wife, daughter, sister, and three brothers.

GEORGE W. HUDSON, 59, president and treasurer of the J. B. Shamburger Lumber Company in Louisville, Ky., died recently after being ill for several months. He was a Mason, Kiwanian, and steward of St. Paul's Methodist Church. His widow, three daughters, and a grandchild survive him.

GUY K. QUINN, 58, a Blue Springs, Mo., lumber dealer for over 34 years, died recently at his home. He bought the Blue Springs Lumber and Milling Company in 1936, and sold half interest in it last year to his son-in-law, Robert H. Roney. His wife, son, and daughter survive him.

CARROLL ROBINSON BROWN, 62, died October 8 at his home in Little Rock, Ark. He was president of the Fischer Cement and Roofing Company. He leaves a widow, two sons, and two grandchildren.

Sound Control Used

The latest developments in noise abatement have been used in re-converting the Bohler gymnasium at Washington State College in Pullman. More than 35,000 square feet of acoustical tile were used to cut reverberation to 2½ seconds.

THIS NEW DEMONSTRATOR DISPLAY Helps You Sell More Jobs

**A DISPLAY,
DEMONSTRATOR
and
SAMPLING UNIT
All in One**

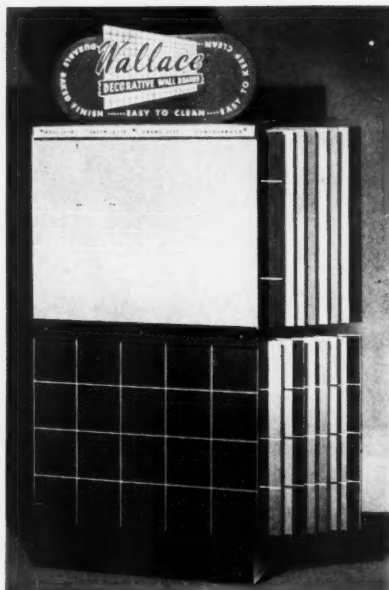
For Selling...

Grani-lite
DECORATIVE WALL BOARD

Wal-lite
DECORATIVE WALL BOARD

Satin-lite
DECORATIVE WALL BOARD

**ANOTHER
WALLACE
STAR PERFORMER**



Available to All Wallace Dealers

Many dealers report sales the very first day with this Demonstrator-Display. Large 20-inch sample panels, interchangeable, give an endless number of color and pattern combinations. Easy to use — customers can make their own selection. Available through your jobber or by writing our factory.

Please mention name of this publication.

DISTRIBUTED Through
LUMBER and BUILDING
MATERIAL DEALERS

Manufactured by ...
WALLACE MANUFACTURING CO.
10th and FAYETTE • NORTH KANSAS CITY, MO.

EVERYBODY LIKES R·O·W *Wood* WINDOWS *-they're removable!*

**EASY TO
PAINT!**

**EASY TO
INSTALL!**

The carpenter, the painter, the housewife . . . all are enthusiastic about wonderful R·O·W Wood Window Units, the original completely weatherstripped removable window. Designed for flexibility, free action, good ventilation, more light and beauty, R·O·W Wood Windows are the answer when home builders ask for the best. People who work with R·O·W Wood Window Units praise them because they're so easy to

handle; thus save valuable time. Carpenters install them quickly, painters find them easy to work, and they're a real boon to housewives because they can be removed for better, faster cleaning. Yet, they fit snugly, are rattle-free and burglar proof. Ask for complete details.

**SO EASY TO
CLEAN!**



SPRING CUSHION
R·O·W
Wood
WINDOW UNITS

MANUFACTURED BY

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

NOVEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

PILFERAGE

(From page 23)

dealer lost some window sash through the same scheme.

As a result of these experiences, this Kansas lumber dealer has changed his entire store display to combat pilferage, which usually occurs when clerks are busy. Customers with sticky fingers watch for busy times to enter the store because their opportunity is best then. Consequently, the dealer has nailed down tools on display. Other pocketable merchandise is placed in drawers out of sight.

Jacob Levy and Company in Louisville, headed by the current president of the Kentucky Retail Lumber Dealers Association, is one of the largest departmentized building supply stores in the nation. They have recognized the shoplifting evil and have curbed it sharply by taking certain steps.

Principal factor in keeping pilferage down in this big store is a "greeter" or entrance salesman at the front of the store. He directs customers to proper departments and salesmen, upon learning their desires. From his vantage point, he

observes customers who loiter unduly and dispatches salesmen to serve them.

The main purpose of this service, of course, is to speed service for customers during periods of heavy store traffic. Peak crowds on Saturdays and Mondays bring more professional and amateur shoplifters, so Levy's take extra precautions then. Even price shoppers sent by competitors are quickly spotted on these days and given the run of the store.

Because island displays are "good meat" for thieves, this firm displays only one of a kind of expensive items like soldering irons, blow-torches, and table appliances, so that the unwarranted absence of one will be noted. Sales are made from stock, leaving the displays intact.

Levy customers are encouraged to wait on themselves for bolts, nuts, screws, and similar small items, because "the sale item is too small to squander expensive sales time in keeping a customer from taking 15 screws and paying only for a dozen."

Tools are fastened down in Levy's store. Wrenches, hammers, pliers—all are displayed on boards

or tables to which they are attached. Paint brushes are next to tools as most likely to be stolen. So only one of a kind is displayed—and where salesmen can watch them.

Dealers in Missouri, West Virginia, and Arkansas said they guarded in similar ways. A Charleston, West Virginia, merchant credits his fast service for customers as the best deterrent of pilferage.

Here are some things you can do to reduce pilferage—and to handle cases you apprehend.

Since you can't keep known thieves out of your store or yard, you might as well sell them and get the cash. You can invent a code to warn all clerks that a suspected shoplifter is in the store. Upon hearing this coded warning, all personnel would be constantly alerted.

A Kentucky hardware dealer used such a method to make good his claim that every customer was greeted by name. If a person came into the store and the dealer did not recognize him, he would immediately shout "Where's Bill?" This was the signal for each clerk to check the customer. The clerk who knew him was expected to rush forward, call the customer by name, and shake hands with him.

Don't accuse persons of pilferage until they have left the store! Call the police and follow the customer outside. The law claims that no retail transaction is completed until the customer leaves the store. Making a mistake can lead to a damage suit for slander and misrepresentation.

Some professionals encourage the owner to become liable for such a suit and welcome the opportunity to get their hooks into a solvent business. Convicted shoplifters have been known to win such suits.

Secret peep-holes can be drilled in walls. Mirrors can be used to make blind corners visible. These methods have been in wide use in department stores.

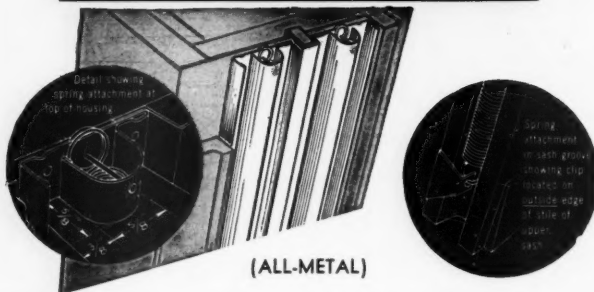
Chain stores often display their merchandise in exact geometrical designs so that one removed makes the loss visible all over the store to trained clerks.

Equipment and heavy, expensive materials displayed outside stores can be chained and locked to posts or the building.

If pilferage becomes prevalent in your town, it's better to be safe than sorry—by adopting some of these methods and safeguards.

COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



(ALL-METAL)

SOUTHERN METAL PRODUCTS CORPORATION
921 Rayner St. MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME _____

ADDRESS _____

CITY _____

STATE _____

You'll SCORE a hit with Stonewall ...because it's a SNAP to build with **STONEWALL BOARD**

the versatile, easy-to-use, virtually indestructible asbestos-cement building board that out-performs other materials!

KEEP VOLUME UP, PROFITS HIGH!

Ruberoid Stonewall Board is in plentiful, dependable supply. The market for new uses and increasing volume of Stonewall sales is *unlimited*. Customers can be converted from the use of other scarce materials to Stonewall and they'll be more than satisfied. Here's why:

In 1943, when there were shortages of plywood, hardboard and sheet metal, Uncle Sam asked for a miracle . . . and got it! Ruberoid developed Stonewall Board.

Since then, Stonewall has become a standard stock item that kept on growing in sales volume when other materials were back in competition. Today, with many materials in short supply again, Stonewall is a bigger-than-ever factor in your sales picture.

When it comes to durability, serviceability, workability and economy, Stonewall stacks up against any other material.

Stonewall asbestos-cement board is *fireproof, rot-proof, rat-proof, termite-proof, strong, rigid, bendable*. The big gray sheets provide their own *weather protection* . . . never need paint. In spite of its rock-like durability, Stonewall is *easy-to-work*.

Stonewall is used on all sides:

On the farmer's side . . . for re-siding old barns, interior dairy barn walls, partitions, ceilings, new construction, maintenance and repair.

On industry's side . . . as a fireproof, fabricating material, for partitions, fireproof ducts, fire barriers, shower stalls, bench tops, and economy shelters.

On your side . . . because this versatile product is easy to handle, easy to store, easy to sell . . . and you can sell Stonewall's unique benefits, *instead of price*. Keep your customers . . . and keep them satisfied with . . . **STONEWALL BOARD.**



JUST SCORE IT!



AND SNAP IT!



It's as simple as that. Stonewall is easy to saw, but faster to score and break to size. It takes nails readily . . . and once up, the job is done . . . no need to paint Stonewall.

MORE YEARS
FOR YOUR DOLLAR WITH
RUBEROID
BUILDING MATERIALS

The **RUBEROID** Co.

EXECUTIVE OFFICES: 500 Fifth Avenue, New York 18, N. Y.

Sales Offices: Baltimore, Md., Bound Brook, N. J., Chicago, Ill., Dallas, Texas, Erie, Penn., Minneapolis, Minn., Millis, Mass., Mobile, Ala.

Among the Wholesalers

DALLAS, TEX.: The A and H Lumber Company has been formed by John F. Hanson and J. G. Anderson. Another office has been opened in Los Angeles, Calif.

SAVANNAH, GA.: The Southern States Iron Roofing Company, with headquarters here, has announced that its warehouses in New Orleans, La., and Augusta, Ga., now distribute Insulite building products.

TYLER, TEX.: William Cameron and Company has opened a branch office and warehouse here to distribute building materials. A colorful, air-conditioned showroom is at the disposal of dealers in this section to show products to their customers.

LANCASTER, PA.: Homer Runyon, Fort Worth, Tex., and Jack Sonnemann, Memphis, Tenn., recently attended a seminar for 13 wholesalers here, conducted by the Armstrong Cork Company. Both men are with U. S.-Mengel Plywoods, Inc. Discussions concerned promotion, selling aids.

LUBBOCK, TEX.: The Newsom Distributing Company has been appointed distributor of Sloane-Blabon's line of surface floor coverings. The company serves dealers in western Texas.



PUT SALES POLICIES IN "BLACK AND WHITE"

Sales officials of the Southern States Iron Roofing Company are seen above drafting their firm's "1952 Merchandising Plan for the Southeastern States." Seated, left to right, are Lee Bartholomew, vice-president for sales; D. F. Scales, sales manager; V. L. Johnson, product manager for plywood and door sales. Standing, from left, are Paul Hellstrom, manager for steel product sales; E. L. Stephens, manager for aluminum product sales, and Marvin Arnsdorff, advertising manager.

To be released at year's end for use in 1952, the merchandising plan will cover classification of customers and the distribution of Ssirco products in the states of Florida, Georgia, Alabama, Mississippi, Louisiana, Tennessee, North and South Carolina, Kentucky, Virginia, eastern Arkansas, eastern West Virginia, and southern Indiana.

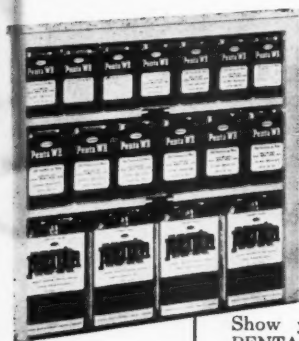
Products offered by this wholesale company include steel roofing, fixtures, and miscellaneous steel products; aluminum mill and roofing products and nails; asphalt roofing products; furnace pipe and fittings; wood doors, plywood, and miscellaneous wood products; cedar shingles; insulation board products; predecorated wallpanels; asbestos products; screens and screen wire; flexible insulation; metal garage doors; rain-carrying equipment; steel fence posts, and other industrial metals.

Mo-Kan Lumbermen Hear Controls Explained

Members of the Mo-Kan Lumbermen's Association held their 34th annual meeting October 25 at the Robidoux Hotel in St. Joseph, Mo. Formerly known as the Northwest Missouri Lumber Dealers Association, the group consists of dealers from northeastern Kansas and northwestern Missouri.

This meeting was sponsored by 95 wholesalers, manufacturers, suppliers, and jobbers whose products are sold by Mo-Kan dealers. About 350 dealers, suppliers, and wives attended the banquet.

Dorr Carroll, Jr., one of the three guest speakers, gave the members pointers on current opportunities in the financing field. Joseph R. Collins brought them up-to-date on government regulations applicable to construction and construction materials. Charles E. Andrews, local OPA executive, told of his office's efforts to combat inflation.



SHOW PENTA PRESERVATIVE to Sell It!

Show your customers your display of PENTA WATER REPELLENT PRESERVATIVE. When they ask for paint or lumber for home repair jobs, be sure to point out the advantages of using PENTA before painting—that it will make that porch or garage last three to five times longer, guarded against moisture, rot and insect damage.

The Dow Chemical Company is telling the PENTA story in nation-wide magazine advertising . . . helping your sales-story and display to make the sale.

CHAPMAN

CHAPMAN CHEMICAL CO.

707 Darnon Building

Memphis 3, Tennessee

INSTALL

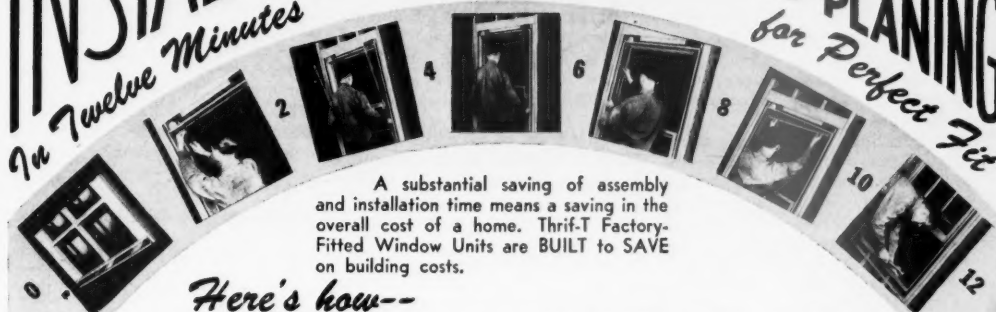
WEATHER
STRIPPED

Thrif-T

WINDOW
UNITS

NO SAWING OR PLANING for Perfect Fit

In Twelve Minutes



A substantial saving of assembly and installation time means a saving in the overall cost of a home. Thrif-T Factory-Fitted Window Units are BUILT to SAVE on building costs.

Here's how--

- Precision Machining — No Stopping to Plane or Saw.
- Easy — Quick Installation.
- Wide Blind Stops — Time Savers when Squaring Unit in Wall.
- Superior Balances — Help Make Installation Simple and Quick.
- Thrif-T WINDOW UNITS are TOXIC and WATER REPELLENT TREATED for LONG SERVICE LIFE.

Sell TREATED and TIME-TESTED Thrif-T Window Units — PROVEN to SATISFY

OTHER Thrif-T
WOODWORK for the HOME
CARRIED IN STOCK

Thrif-T PICTURE
WINDOW UNITS

Thrif-T BAY
WINDOW UNIT

"8 in 1"
MANTEL

Thrif-T TRIM

Thrif-T
DELUXE PICTURE
WINDOW UNITS

Thrif-T
RIBBON UNITS

"4 in 1"
ENTRANCE FRAME

"10 in 1"
ENTRANCE FRAME

No. 1332
ATTIC LOUVER

Thrif-T
WARDROBE

No. 960-R
CORNER
CHINA CASE

Thrif-T TWIN
CASEMENT UNITS

MT. VERNON
MANTEL

E-Z-UP OVERHEAD
GARAGE DOOR
UNIT

Thrif-T DISAP-
PEARING STAIRS

Thrif-T
TELEPHONE
SHELF

Thrif-T
BASEMENT UNIT

E-Z-UP-9
OVERHEAD
GARAGE DOOR
UNIT

A Sure Fire Thrill for the Housewife

The Thrif-T TWIN KITCHEN CASEMENT UNIT

SASH 3 Lt. or 6 Lt.

Neat and modern, the Thrif-T Twin Kitchen Casement Unit makes the kitchen a most pleasant spot. It lets in lots of light — affords plenty of outside view — operated easily and provides full ventilation control. A ready-to-install money saver.



Available in 3 Lt. and 6 Lt.
Sash Glazed.

- FITS OVER MODERN SINKS
- OPERATES WITHOUT REACHING
- COMPLETELY WEATHERSTRIPPED
- SET UP — READY to INSTALL
- TREATED for LONG SERVICE LIFE
- FITS VARIOUS TYPES of WALLS

Name of NEAREST Jobber
Will be Sent to You on Request

Write for Complete Information

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

INSULATING BOARD

(From page 31)

room. The savings in cost of this addition was a pleasant surprise to the customer, when compared to the cost of a major piece of construction like adding a plaster wall at that spot.

Baylor likes to recommend insulating-board plank for ceilings to improve appearance and save on heating costs of old homes. The high, old-fashioned ceilings are hidden by the inexpensive application of the wallboard.

He points out that the wallboard in itself furnishes insulation against cold from the outer wall.

Another unusually attractive project planned by Baylor was the use of insulating-board plank on a child's bedroom. By placing the board slightly out from the old wall, it was possible to plan recessed niches and shelves in the new wall for toys and books.

In addition to the low cost of such materials, the customer can save money by doing the work himself since these insulating materials can be applied on both

interior and exterior walls by an inexperienced layman with a little advice. Baylor is always ready to give such help.

On many a customer job, Baylor may spend as much as half a day instructing the customer in a procedure that will bring good results. If Baylor sees a home-owner doing a repair job, such as caulking joints in wood walls or the edges of window or door frames, he may lend a hand even before the suggestion of a sale is made. By this method he has a good many sales of paint to his credit! He usually leaves his card and invites the home-owner to call on him for any needed help. Once he even approached a home-owner piling lumber, made suggestions on laying the foundation of the project, and pitched in with an hour's work!

An example of what this can accomplish in sales may be demonstrated in a residence where Baylor made just such an approach.

Going over plans with the home-owner, Baylor checked them item for item. In some instances he changed the customer's plans to materials easier and cheaper to

Finish Safety Course

Employees of the Pinellas Lumber Company, Rieck and Fleece, Inc., and the Smith Service Company recently completed a 10-hour course in industrial safety prescribed by the Florida Industrial Commission.

L. C. Shaw, of the Pinellas firm, arranged the course for the St. Petersburg retail lumber firms.

Right Roof, Wrong House

Soon after a crew finished re-roofing a house in Delmar, near Baltimore, Md., they realized they had done the wrong house!

No less surprised was the owner, E. P. Moore.

Now Moore and the company are discussing a settlement.

install. The customer over a period of time ordered flooring, plaster, insulating sheathing, roofing, sash and door units, window and door frames, and siding to the amount of approximately \$1,500.

Baylor has made many sales of insulating wallboard, tile, and plank by suggesting to home-owners that they make use of the basement or attic as an extra room—and then showing them how cheaply it could be accomplished.

When the question arises about the practicality of such insulating materials in the basement, he points out that they will not warp from moisture; are fire-resistant and likely only to smolder in the event of fire.

Baylor visits all construction and repair jobs for which his company has sold materials to see that everything is going well. The customer is always free to call on this Holsinger man in the event he "gets stuck" with carrying out a job.

"There is another advantage in having an outside salesman like Baylor in addition to an increase in sales volume," Stubbs explained. "There are many new contractors coming into the Staunton area from outlying towns, whose acquaintance we might not make if our representatives were not around to pave the way for us. All this means good future volume for us."

The Holsinger firm feels the direct effect on their business as Baylor picks routes daily. When he is out on vacation or leave, his absence results in a drop in sales.

OAK FLOORING AT ITS BEST

We are in a position to ship
Oak Flooring with Air Dried
Yellow Pine Boards. Also
K. D. finish molding and all
pattern stock in pool cars.

Block Flooring—6¾" and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

now it can be told about these **WIZARDS WITH WOOD**

... that demand for the three specialties illustrated is jumping ahead by leaps and bounds! ... that folks are "hungry" for them ... that dealers who feature the displays we provide are astonished at the volume they can develop for Firzite, Satinlac and Weldwood Glue. Stock up on all three—order these wizards today.

UNITED STATES PLYWOOD CORPORATION
Dept. 343, 55 West 44th Street New York 18, N. Y.

America's Largest Selling Wood Glue

WELDWOOD® PLASTIC RESIN GLUE



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! A fast selling item to hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c and larger sizes.

Tame that wild grain with

FIRZITE*



Over 40 million feet of fir plywood are sold every week! Here's your market for FIRZITE, because it's a "MUST" when finishing fir plywood or any other soft woods. Used as an undercoat it "tames" unsightly wild grain on stain jobs... virtually prevents grain raise or checking on paint jobs ... readies the surface satin-smooth for stain, paint or enamel. (For blond, pickled or tinted effects, for that "woody" look, recommend White Firzite on either soft or hard woods.)

A "Natural" for these modern "natural" finishes

SATINLAC*



The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Satinlac avoids that "built-up" look; yet will not turn yellow or darken with age. "Water-white"; easy to brush or spray; dries ready for next coat in 3 or 4 hours.

In pints, quarts, gallons.

*Trade Mark



†Stimulated by our accelerated ad campaign in Saturday Evening Post, Better Homes & Gardens, American Home, Living for Young Homemakers, Popular Science, and over 20 others.

Attention

**RETAIL DEALERS
and BUILDING
SUPPLY COMPANIES**

WE SELL DIRECT FROM FACTORY TO YOU

AT AMAZING LOW JOBBER'S
COST YOU CAN WHIP ANY
COMPETITION BOTH IN QUALITY
AND PRICE—THE BREAK YOU
HAVE BEEN WAITING FOR.

HUNTINGTON METAL-FOLD SAFETY STAIR

**ALL STEEL LIFETIME
NO COUNTERWEIGHTS • NO SLIDES
• EASY TO OPERATE**



- NON-SKID TREADS
- STEEL HAND RAIL
- EVERYTHING BOLTED
- CANNOT BREAK
- WEIGHS NO MORE THAN WOOD

**LOWER COST
QUICKER INSTALLATION
FASTER TURNOVER**

Write for further information

HUNTINGTON INDUSTRIES, INC.
2368 Prospect • Memphis, Tenn.

RADIO ADVERTISING SELLS

(From page 24)

who shipped them to his home in Michigan.

The company decided not long ago to discontinue stocking red cedar shingles, so it wanted to clean out the remaining stock. The shingles were advertised by radio and within several hours the first order came from Ocala, 82 miles away!

In its millwork department, the company specializes in custom-built items. This fact is mentioned frequently on the radio, resulting in orders from distances up to 90 miles.

Probably the greatest results have come from stressing modernization loans, and this has become apparent particularly since the imposition of restrictions on new building.

During the summer months, for example, the following copy was responsible for bringing in many profitable inquiries:

"Summer is really here . . . and you've had plenty of time to notice the limitations of your new home . . . if the hot weather is making your rooms unbearable, why not improve the ventilation with a grand big porch or enlarged breezeways . . . additional windows or an open patio? You can make these improvements or additions very simply with an FHA Title I Modernization Loan. And you can get this convenient loan with the competent help of Phillips Industries experts. They will fill out forms for you, cut red tape to a minimum, make your applications. And, when you secure your loan of from \$100 to \$2,500 on an existing livable structure, they will do the modernization work, if you desire. You will have up to 36 months to repay this loan. Ask your Phillips Industries representative about the FHA Title I Modernization Loan today . . . Phillips Industries, Michigan at the railroad. Telephone 3-1635."

The summer theme was varied to promote ventilating fans:

"How many times have you envied your friends with their big, cool porches, their rooms that always seem to be fresh and comfortable no matter what the weather? Don't spend another summer in stuffy, unbearable rooms—Phillips Industries has the right answer to high temperatures

with their Hunter exhaust fans, now in stock. This big fan, which can be easily installed, has automatic shutters, and will keep every room in your home free of hot, humid air, just by the slip of a switch. Phillips Industries, at Michigan Avenue and the railroad, will be glad to send out a Hunter fan expert who will look over your home and suggest the best place for installation. Call Phillips Industries, phone 3-1635, or stop by at Michigan Avenue and the railroad."

Phillips Industries has naturally benefitted substantially from the fact that an affiliated company, Phillips Properties, has been actively engaged in home construction. Wellborn Phillips, Sr., heads both companies. The construction company has built about 2,700 houses in Orlando and neighboring towns in the past 10 years. This business helped Phillips Industries to get a start in the building supply business, but it now represents a minor part of its total business.

Next to radio, direct mail has been one of the most potent advertising media for the company. A large card showing an aerial view of the plant and a list of the products carried in stock was recently sent to 25,000 persons in several Central Florida counties.

While Phillips Industries has no walk-in trade, it draws customers to its plant by the force of its persistent advertising appeal.

The millwork department is a strong factor in drawing customers for other products. The fact that the company will make any item to suit individual requirements has influenced a great many orders, not only for millwork but for other products.

Phillips makes it a practice never to take measurements for millwork from plans. An estimator always goes to the job and takes his own measurements, as plastering or other work may alter the dimensions even to the fraction of an inch, which would ruin the fit.

In the event that conditions should restrict the amount of millwork orders that can be obtained, Phillips already has laid plans to utilize its woodworking facilities in other ways.

It has qualified as a supplier of

GREATEST CEILING PRODUCT EVER!



EASY TO
PAINT

EASY TO
APPLY

SHAD-O-BEVELED
EDGES

SQUARE
CORNERS

HIGH
INSULATION
VALUE

HIGH LIGHT
REFLECTING
QUALITIES

DOUBLE
STRENGTH

**WATERPROOFED
WASHABLE**
For Repairing, Remodeling
and New Construction!



WASHABLE! Even
grease and ink spots
swish away with ordi-
nary soap and water.

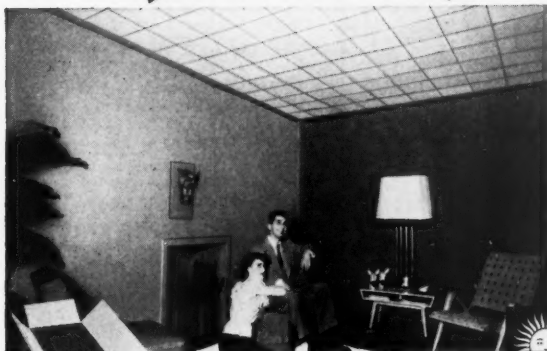
A new product . . . already
with a nation-wide appeal,
increasing every day!

Compare! See why!

● Six-ply laminated construc-
tion in 12" squares, $\frac{3}{8}$ " thick
—many times stronger than
most other ceiling materials.

● Pre-finished and water-
proofed with plastic-like
Syntho surfacing compound—
equal to two coats of lead and
oil paint. *Stands repeated wash-*
ings. Moisture content con-
trolled at 8% by weight; will
not absorb more than 13.5% by weight
when immersed in water for 24 hours.

● Apply on furring strips right over old
plaster or direct to joists in new construc-
tion. Positive, permanent application with
color pins that match the tile finish. For
information, wire, write or mail the coupon.



Shad-O-Beveled edges give popular modern-
look ceiling. No mouldings needed except at
cornices. Ceiling is forever crackproof.

UPSON CEILING TILES come securely packaged
in cartons for ease in handling and storage.



THE UPSON COMPANY, 6611 Upson Point, Lockport, N.Y.

☐ Mail me full information on Upson Ceiling Tiles.
☐ Have your representative call to give me full infor-
mation on Upson Ceiling Tiles.

NAME _____
TYPE OF BUSINESS _____
STREET _____
CITY _____ STATE _____

shell boxes for the defense program, and it has considered a suggestion to manufacture wood caskets.

The Phillips millwork building, 130 by 130 feet, has recently been equipped with a blow-pipe system for the removal of shavings and sawdust. This waste is blown into an incinerator on the outside, thereby making the work much pleasanter for the 45 workers in the millwork department. (The company employs a total of 82 people.)

Another recent installation in the millwork plant is a six-ton press for pressing laminated plastic panels in the manufacture of kitchen fixtures.

With 17 pieces of trucking equipment, the company makes regular deliveries as far as 50 miles from Orlando. Today's orders are delivered tomorrow, but light trucks are available for immediate deliveries if the lack of some item is holding up a job. The cost of such short-notice deliveries is frequently more than the profit on the item delivered, but the company believes this service has paid off in winning good-will.

Another feature that wins friends and brings in orders is the insistence that long-distance telephone orders be put through collect. This is stressed in radio announcements in order to attract out-of-town business.

With no police protection because it is outside the city limits, the Phillips plant is guarded by a wire fence, a floodlighting system, and a night watchman who makes regular rounds.

"BUILD IT YOURSELF"

(From page 33)

giving nearly six hours of his time without charge. On his last trip he showed the home-owner how to install the hardware.

The Recreation and Park Department of Harrisonburg recently wished to replace 50 park benches by using their own labor to construct them. Describing to Mauck the kind of park bench they wanted, city officials had him prepare sketches to scale, cut the wood and show city mechanics

Builder Gives "Farm" for N. Y. Children

A Long Island homebuilder, Bernard Krinsky, recently developed a system to give New York's children a touch of farm and country life.

In his 250-acre Forest City development at Wantagh, L. I., he devoted 40 acres to a community farm and recreational center. At a cost to himself of \$250,000, the builder provided a clubhouse, facilities for boating, fishing, and skating on two lakes, several playgrounds, and a fully equipped animal farm.

Besides caring for the 350 chickens, 120 ducks and geese, 16 rabbits, several goats, and horses, the children can learn horseback and many other sports.

Each home-owner in Krinsky's Forest City development pays \$24 yearly dues to the Forest City Community Association for the privilege of sending children to the farm.

how to assemble the entire piece. Mauck even made one complete sample for them.

Appreciation of the features of insulating wallboard brings many home-owners to the Harrisonburg Building and Supply Company for instruction in finishing off a basement or attic. Measuring, furring, putting up the panels, working around pipes and meters are detailed by Mauck so that a customer fully understands.

A good volume in ceiling tile and insulating sheathing is done. A recent 10 per cent increase in sales volume in these materials proved to Mauck that low costs and ease of installation were factors considered by a home-owner doing his own work.

"It is important to follow through on jobs you have helped home-owners begin," asserted Mauck. "We follow through on all jobs to see that people get the satisfaction of having their repair or construction turn out as they had hoped.

"Their success means future effort and the need for more materials. The pride of having done a good job under our guidance frequently brings us invitations to come out and see how well things turned out. That's always to our advantage. We know they will show their neighbors and friends the good results. This means future business for us!"



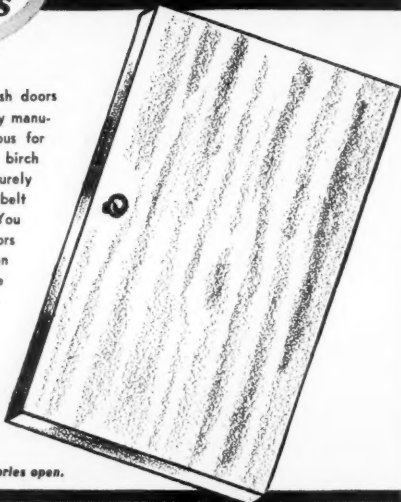
Famous for Quality

Fuller interior and exterior flush doors are well engineered and soundly manufactured, meriting their "Famous for Quality" reputation. Gum and birch multiply face veneers are securely bonded with urea resin glue, belt sanded and hand finished. You can stock and sell these doors with confidence — they mean repeat orders for you. Write for prices and deliver schedules today.

SPECIFICATIONS

Solid and Hollow Cores 1 1/2" and 1 3/4" Thickness. Two lock blocks. Oversize 2" stiles and 2 3/4" rails. Frames equalized.

We have some distributing territories open.

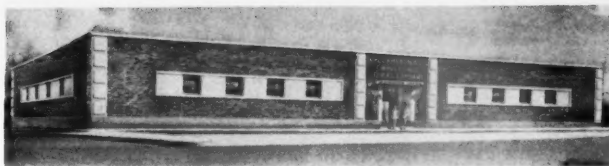


The T. C. FULLER PLYWOOD CO., Inc.
★ LAUREL, MISSISSIPPI ★

Wm. Cameron Now in New Wholesale Bldg.

William Cameron and Company, one of the oldest wholesalers of building materials in Texas, recently moved into this modern office building on Franklin Avenue at 24th Street in Waco. More than 150 employees are housed in this air-conditioned structure.

The accounting and bookkeeping offices are in the center, with individual executive offices forming a U along the fronts and sides.



Hall and office walls are of light embossed wainscoting, with vertical insulating planks reaching the acoustical-tiled ceiling.

Vice-President F. R. Weddington's office is walled with matched-

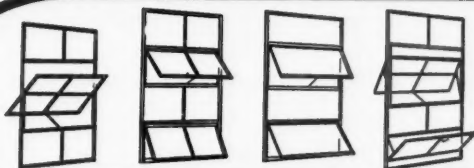
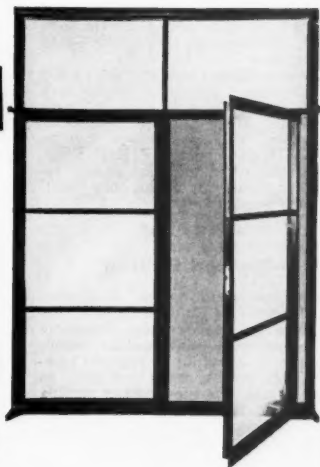
grain walnut paneling. The conference room is of walnut wainscoting and tan fiber planking.

William Cameron has also recently completed and occupied in Waco a modern warehouse that includes 31,000 square feet of floor space.



A Complete Line
of
Finer Windows

Residence Casements
Architectural & Commercial
Awning Windows Commercial
Projected Windows Pivoted
Windows Security Windows



Southern Made
for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

Defense Lumber Needs Discussed

Government needs for lumber to carry forward the defense program at home and abroad were discussed at the fall meeting of the Southeastern Lumbermen's Club at the Atlanta Biltmore Hotel on October 16 by Harold R. Frankenberg. A former lumber wholesaler, he is a lumber analyst for the National Production Authority, stationed at Jacksonville, Fla.

Some 75 lumbermen and their wives attended the quarterly one-day session of the Dixie group that is headed by E. A. Scott. They were guests Monday evening of the Atlanta wholesalers at a gala dinner party at Aunt Fanny's Cabin. The next evening they enjoyed a dinner dance and the Ice Show at the Biltmore.

W. A. Dolan, Jr., of Augusta, Ga., discussed current markets and supplies for yellow pine.

Bill Zuber, of Atlanta, explained the growing popularity for West Coast woods in the Southeast.

The crystal ball of Wholesaler Leonard Schertzer, Montgomery, Ala., was quite cloudy as he suggested that the wholesalers might finish out a sales "Sabbatical year."

Jack Whaley, of the Southern Lumberman, appealed to the wholesale organization to support vigorously two important current activities—the campaign against devastating oak wilt, and efforts to persuade school officials to turn back to one-story wood-frame structures to meet their building needs economically.

The next quarterly meeting of the Southeastern Lumbermen's Club will be held in Macon, Ga., in January at the Dempsey Hotel.

PRODUCT PARADE

392—Novel Closet Door



The Revolvodor Corporation, 1520 East Slauson, Los Angeles, Calif., announces the Revolvodor—a revolving closet.

This wardrobe-in-a-door virtually brings the contents of the closet to the operator. Easily turned around, the door holds clothes on a semi-circular rack and contains a shoe rack, hat shelf with 9 square feet of flat storage, dust-proof shelf space, tray space, and on the side usually turned outward, a full-length plate-glass mirror.

Revolvodor is easily installed in existing closets. The makers claim it offers a means of bringing "extras" to homebuyers at low cost.

Revolvodor also is designed in

smaller models to fit into and enhance kitchen cabinets and home bars.



393—Mahogany Wall-panels

Philippine mahogany paneling, once considered a luxury, is now offered in a handy install-it-yourself package by the United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

Each package contains 10 panels of veneered genuine pre-finished mahogany Plankweld panels, with "invisible" steel clips for simple installation. This is enough for an average living room wall. Each panel is grooved to fit the next panel. Occasional re-waxing is the only maintenance required.



394—Lighted Ceiling

Luminous Ceilings, Inc., 2500 West North Avenue, Chicago 47, Ill., announces a new ceiling treatment combined with lighting. The ceiling appears to be white corrugated plastic panels resting on 6-inch-deep by 1-inch-wide acoustical beams or fins. Made of finely perforated white enameled steel, enclosing a non-absorbent acoustical pad, these fins are placed 36 inches apart.

The fluorescent light source is above the plastic ceiling, invisible to the eye, so that the light is completely diffused to prevent brightness and glare. This system produces 70 footcandles of light, more than twice

the intensity of the average office.

Besides the quietness and superior lighting offered by this Acusti Luminus ceiling, it is washable. The removable ceiling also covers ducts and pipes. It does not require additional sprinkler installation because the plastic is non-flame supporting.

A complete installation of this new luminous ceiling is said to cost less than acoustical tile plus a good lighting job.



395—Waterproof Panels

New full-wall waterproof Strong-Bilt panels are now being offered by the Upson Company, Lockport, N. Y.

A piece of the board placed in a pan of water about 1½ years ago (as



seen above) is still floating and shows no sign of delamination. To further demonstrate its properties, a boat was made of the new material.

Manufactured 8 feet wide by up to 18 feet long, the new panels are large enough to cover most walls in homes. The Pittsburgh Testing Lab-

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

- | | | | | |
|-------|-------|-------|-------|-------|
| 392 | 393 | 394 | 395 | 396 |
| 397 | 398 | 399 | 400 | 401 |
| 402 | 403 | 404 | 405 | 406 |
| 407 | 408 | 409 | 410 | |
| B-595 | B-596 | B-597 | B-598 | B-599 |
| B-600 | B-601 | B-602 | B-603 | B-604 |
| B-605 | B-606 | B-607 | B-608 | B-609 |
| B-610 | B-611 | B-612 | B-613 | B-614 |

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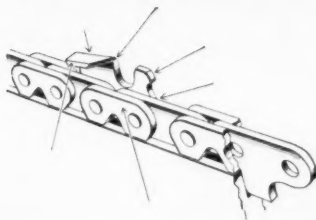
POSITION

FIRM

MAIL ADDRESS

oratory proved that the panels will not absorb more than 13.5 per cent of weight when submerged in water. The Strong-Bilt panels are laminated in six plies of fiber board. They are 3/8-inch thick. The pebbled surface is ideal for painting or papering. They are said to have 2½ times the insulation value of most plasters.

396—One-Man Chain Saw



Henry Disston and Sons, Inc., Philadelphia, Pa., has introduced an improved one-man chain saw with a new fast-cutting chain.

The new unit, the DO-101, has a tougher, sturdier crank-shaft, rapid-action stop switch, new fan housing, and a Kiekhafer 3.5-HP engine.

A single stroke of a file is said to sharpen the teeth of the chain, which is effective on all types of wood. A rounded guiding lug accurately regulates the depth of the cut. A raised and easily accessible toggle switch permits easy stopping of the saw by operators wearing heavy work gloves.

397—Heat/Lite Fixture

NuTone "Heat-A-Lite" is a combination electric ceiling heater, overhead light, and air-circulator, introduced by NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio.

This fixture is especially recommended for homes with children, as it keeps both heat and air-circulation devices out of reach.

The fan draws cool air at ceiling level and forces the warmed air downward. Some models are equipped to operate without the heater as a summer cooling system.

398—Improved Paints

Three new paint products have been introduced by John W. Masury and Son, Inc., Baltimore 30, Md.

Cosmo spar varnish is said to be equally effective on hardwood floors, linoleum, boats, table tops, furniture, and metal surfaces, because it is "one of the toughest varnishes made."

Masur-Oil is a multi-purpose product combining many oils and resins. It is thermetically treated and processed into a sealer for wood, a waterproofer, a rust preventive and a reinforcing oil for paint.

Emalj, a non-yellowing enamel developed in Sweden, is made in gloss, semi-gloss, and dull finishes. It is said to give the effect of hand-polishing without the labor and prohibitive costs.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 78

B-595. A new chair carrier for drainboard sinks is built to relieve the wall of all load. Its balanced, web-type foot supports, rigid tubular up-rights, and cast-iron arms provide full cantilever support of the sink.

B-596. New Climax Blue Streak automatic water systems are interchangeable for shallow or deep-well pump service. This inexpensive conversion system is merely attached to the pump.

B-597. Whirlout is a new straight-through type of powered roof ventilator. It is open only when the propeller fan is operating.

B-598. The new Uniline wall plate line is said to "fill requirements for all types of installations." It is made to accommodate single, double, and multiple wiring devices of regular and interchangeable-line types.

B-599. The Rand Seal fluid valve is said to be leak-proof, long wearing, and easier to operate. It operates with, rather than against, the fluid flow, thus closing the cone-shaped seal. Samples free.

B-600. Hi-Temp is a special alu-

inum paint made to withstand extreme heat, as high as 1,200 degrees F. It protects against peeling, discoloring, blistering, and other defects caused by heat.

B-601. Gaily costumed clowns, trained seals, elephants, aerial artists, and other circus regalia decorate a new Sloane-Elabon floor covering designed for children's rooms. It is called "Circus Rug."

B-602. Weather-Flo "indoor-outdoor" modulating heating control gives an outdoor weather reading in combination with a temperature measuring bulb in the heating system. It changes the rate of heat flow with every weather change in anticipation of heating needs of the building. It is adjustable on the job for different heating systems.

B-603. A muffler is now available to quiet the operation of Caterpillar tractor models DW20 and DW21. It provides greater operating comfort and reduces annoyance for nearby residents.

B-604. The Guild hinge butt templet is said to save hours of tedious hand labor in cutting hinge butts for doors and jambs. It is claimed

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that butts can be mortised in 1½ minutes with this templet.

B-605. The Clarke model WD-23 wet-dry vacuum cleaner, for commercial and industrial use, has a three-stage turbine to pick up water, dirt, and dust. Four ball-bearing swivel rubber casters provide portability. Tools for all special cleaning needs are available.

B-606. The new Palm-Grip ratchet screw drivers have a 3-position standard ¾-inch-drive ratchet that is changed with a flick of the finger. Because of direct pressure, Palm-Grip is said to be usable on jobs not accessible to other types of tools.

B-607. Sapolin's Rite-On-Green coating makes a chalkboard writing slate of any surface. The dark green color is said to be more restful to the eyes than the usual black. It is applied by brush or spray, and takes erasing like an ordinary blackboard.

B-608. Elmer's Glue-All is the name for the Borden Company's new polyvinyl resin household glue, formerly known as Cascarez. "Glue-All" is used for all light-duty household applications.

B-609. A new Delta suspended or special application oil-fired warm-air furnace is now made in two sizes. Its most common use is suspension from a ceiling to heat by direct air-blast or attached to duct pipe.

Model SU110 has a 110,000-BTU output, and model SU75 has a 75,000-BTU output.

B-610. Temlok solid acoustical tile is now made in a pure white shade called "Snow White" and in a new 12x24-inch size. The new size is center-scored to simulate 12-inch square tiles. This product also is made in a "Light Ivory" shade.

B-611. The name of Draftite, an extruded plastic sealing lip used to keep metal casement windows tight against storms, dust, rain, and wind, has been changed to Dustite. This rubber gasket insulates metal-to-metal contact between frame and vent opening.

B-612. Zip-Tape is a paper ribbon that is now being used to bind bundles of U. S. Gypsum Sheetrock wallboard. Applicators merely pull on the Zip-Tape device to separate the two panels in each bundle in a second.

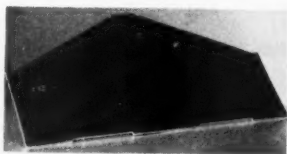
B-613. Majestic's new "200" series of oil- and gas-fired winter air-conditioning units are used for vertical and horizontal flow installations. They are made in four sizes, ranging in BTU capacities from 120,000 to 200,000. Burner, blower, and humidifier are automatic.

B-614. General Electric's new Constellation low-price, double-oven range has push-button controls. Both ovens have a 3,000-watt bake unit

and 4,000-watt broil unit. The range has two 8-inch units, one 6-inch utility unit, and one 6-inch high-speed unit for surface cooking.



399—Asbestos Shingle



A new asbestos-cement roofing shingle, announced by the Asbestone Corporation, P. O. Box 5257-B, New Orleans 15, La., has square shoulders and a V notch in the center at the top to simplify the alignment.

Only 76 shingles are used per square, thus making the new shingle less expensive to apply. It is made in five colors with deep traditional texture.



400—Home Conditioning

A single package that provides summer cooling, dehumidification, filtered air circulation, and winter heating is announced by the Carrier Corporation, Syracuse, N. J. It is called the Carrier Weathermaker.

This new residential unit eliminates the necessity of placing windows in position to provide proper ventilation. Fresh air is assured even in winter when windows are closed. The Weathermaker operates on one thermostat, with a single control to switch from summer to winter operation.

Models are made to use all types of gas—natural, manufactured, mixed, liquefied petroleum.



401—Gift Fold Rule

In celebration of its 21st anniversary, the Eagle Rule Manufacturing Corporation, 510 Hunts Point Avenue, New York 59, N. Y., is making a special folding rule at a special retail price of \$1.00.

This natural finish blond maple rule has brass-plated riveted strike-plate joints. Two models of this 6-foot rule are made, one with regular marking and one with inside marking.



402—Long-Lasting Paint

Staize-Clene, a new paint made by the Enterprise Paint Manufacturing Company, 2841 South Ashland Avenue, Chicago, Ill., is said to keep dirt and grime from penetrating the pores of paint film.

It is said to retain a new clean appearance considerably longer than other finishes and to wash faster than most paints.

Made with a new ingredient called Syncon, it will cover most surfaces

No. 1 in the Modern Building field

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Complete One-Piece Metal Frames for any type of Construction

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

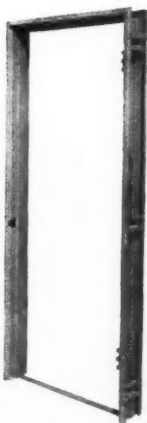
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Corporation



with one coat because of its unusual hiding colors. It can be brushed, sprayed, or roller-coated. It is made in flat and gloss enamels in a choice of colors or non-yellowing white.

403—New Flush Door



The Haskell Manufacturing Corporation, Grand Rapids, Mich., announces a new "Mobile" flush door. Face veneers are gum, Cativo, or other selected hardwoods.

This door features a flex core, made of pressed-fiber core rails which provide resiliency and flexibility for an unusually high degree of resistance to denting from heavy impacts or damage from warping. It successfully held up under kiln tests for 48 hours with

temperatures as high as 170 degrees. This hollow core principle meets demand for high quality at low cost in a flush door, according to the makers. Large double lock-blocks speed installation. The doors are suitable for stain or paint finishes.

404—All-Glass Window

The Pierson 20-20 window, an all-glass window made by the Ernest Pierson Company, Eureka, Calif., comes in seven fabricated redwood pieces, ready to nail together into the wall framing. It eliminates sashes, putty, and weights.

Currently made in only one size, it is 4 by 3 feet. Two panes of glass are used, with one of them sliding. Panes lift out for cleaning.

Pierson windows are attractively used singly or in groups.

405—Fire-Stop Backing

Vapor Barrier, a new product used as a backing for Fire Guard rockwool batts, is announced by the Philip Carey Manufacturing Company, Cincinnati 15, Ohio.

Underwriters Laboratories tests show that three inches of Carey rockwool with its Vapor Barrier backing will stop as much heat as a brick wall about five feet thick. By preventing warm, moisture-laden air from penetrating walls, it prevents damage to structural members through condensation.

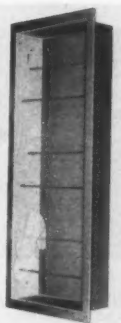
Vapor Barrier has flanged edges to make it easy to nail or staple batts to studs and rafters. Samples are offered free.

406—Steel Shoe Rack

The Leigh Building Products Division of Air Control Products, Inc., Coopersville, Mich., now makes a steel shoe rack that is recessed in the wall of the clothes closet to keep shoes out of the way neatly.

This rack fits an opening 14 1/4 inches wide, 36 1/4 inches high, and 3 3/4 inches deep. A margin 1 1/4 inches wide covers the ragged edge of the wall opening.

The unit is made of heavy-gauge galvanized and bonderized steel. It is finished in white baked enamel.



407—Tile Color Guide

The Vikon Tile Corporation, Washington, N. J., has developed a color-scope to show 384 combinations of the 29 colors in which Vikon steel and aluminum tiles are made.

This device, called the Vikolor-scope, helps customers decide what

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PORCH POSTS

America's most popular porch post is ornamental iron — and Coffman's porch posts in stock sizes from 7'0" to 8'0" (and special heights) are easy to buy, easy to sell. You make a good profit from happier customers.

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America's most popular screen door grilles are ornamental iron — Coffman designs are original, of recognized top quality, and in wide range of stock sizes.



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Obviously, Coffman stock size railings are less money than custom-run sizes; and makes possible poured-in-

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a Complete Line
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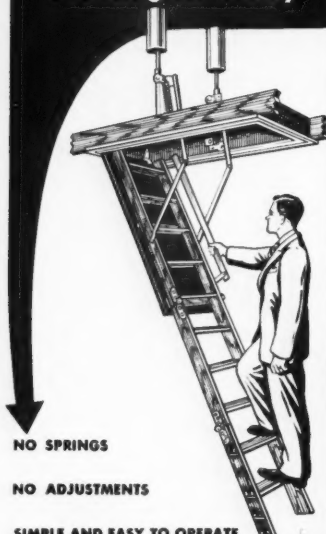
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PRECISION folding stairway



NO SPRINGS

NO ADJUSTMENTS

SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

INSULATED

Panel is insulated with Cellufoam and protected with tough chip board.

SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling.

REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

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Nashville 7, Tennessee

color tile to use on kitchen or bathroom walls.

The colorful counter display also attracts attention, since it offers an opportunity by adjustment of the display to see how the different colors look on walls of a pictured kitchen. The walls "change" as tabs are pulled through the display.

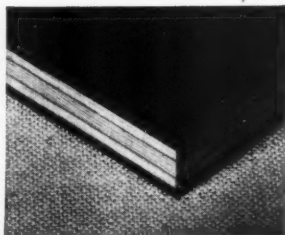


408—New Plywood Panel

The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash., announces a new building panel called Plyron. It combines a backbone of plywood with the smooth, tough surface of hardboard.

Plyron already has been used for concrete forms, cabinet and table tops, doors, and flooring.

The hardboard surface is said to take a long-lasting enamel finish



with a minimum of trouble. It is puncture-proof, rigid, and dimensionally stable. It is permanently bonded with highly moisture-resistant adhesives.

The new material is made in 4x8-foot sheets by the Aberdeen Plywood Corp., Associated Plywood Mills, Inc., Crescent Plywood Co., Hardell



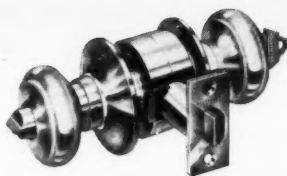
Plywood Co., Industrial Plywood Corp., Kalpine Plywood Co., Multnomah Plywood Corp., St. Paul and Tacoma Lumber Co., Simpson Logging Co., and the Western Veneer Co.



409—New Lockset Line

The Challenger 800 series is a new line of semi-heavy-duty locks, made by the Hollymade Hardware Manufacturing Company, 4865 Exposition Boulevard, Los Angeles 16, Calif.

This new line includes 19 func-



tional latchsets and locksets to meet the need for a semi-heavy-duty type that does the job of a more expensive heavy-duty lock.

These locksets have aluminum housing, encasing steel retractor housing, 16-gauge steel-ribbed cam, 16-gauge heavy steel sleeve spindle, and a 12-gauge steel retractor.



410—Marbelized Board

A new marbelized pattern in Miratile prefinished tileboard is offered by the Miratile Manufacturing Company, 8217 South Wallace Street, Chicago 20, Ill. The panels are made in sizes of 4x4, 4x6, and 4x8 feet.

Miratile tileboard has a score line that is a realistic reproduction of a true tile joint. The surface is a thermalized baked-on plastic finish. It is said to be resistant to moisture and steam. The makers claim the finish will not fade, flake off, crack, or peel.



Send for our quotation on all your railing and column work. It pays! Send sketches or ask for our suggested designs.

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Designers-Crafters
of Ornamental Ironwork,
Fencing and Gates.

ATLANTA, GA.: The Nu-Wall Manufacturing Company, Milwaukee, Wis., has appointed Southern Associates, 826 Peachtree Street, Atlanta, as exclusive representatives for Nu-Wall bonding plaster in the Southeastern states.

FORT WORTH, TEX.: The Steel Engineering Company has changed its name to the Thornton Steel Company to better identify the owners with the company. The firm was organized in 1945 as a partnership between W. Lloyd and C. Victor Thornton, brothers.

CHATTANOOGA, TENN.: William S. Propst is new manager of the branch here of the Atlanta Oak Flooring Company. He was transferred from Raleigh, N. C.

FOLEY, FLA.: Foley Lumber Industries, Inc., is a new corporation that has purchased the Brooks-Scanlon sawmill property here. The Buckeye Corporation, a subsidiary of the Proctor and Gamble Corporation, recently bought Brooks-Scanlon timberlands comprising much of Taylor county.

AUSTIN, TEX.: Texas Industries,

NOTES ON MANUFACTURERS

Inc., has bought the Hobbs Building Block Company, maker of lightweight masonry building units. The plant has been renamed the Texcrete Company of Austin. It is the 12th plant of Texas Industries.

MONROE, LA.: Walter M. Kellogg, president of the Kellogg Lumber Company, and C. K. Crandall, president of the Louisiana Veneer Company in West Monroe, have donated a four-year scholarship at Louisiana Tech, to be known as the Kellogg-Crandall Forestry Scholarship Fund. Tommy S. Trawick, a graduate of Ouachita Parish High School, first recipient of this scholarship, has begun his freshman year.

DE QUEEN, ARK.: Twenty-six retail lumber dealers from western Missouri, Kansas, and Oklahoma were guests of the Dierks Lumber and Coal Company for a week recently. They toured the Dierks properties and got acquainted with the lumber products and personnel.

JOHNSTON, S. C.: The Edgeco Veneer Corporation recently was granted a charter of incorporation, with the right to make single-ply veneer and plywood or any wood product.

ATLANTA, GA.: Sidney O. Victor is sales representative in the Atlanta territory now for the Celotex Corporation. Replacing Harold Clarke, Victor covers Athens, Gainesville, Rome, and other cities within 50 miles of Atlanta for Celotex. He came to Atlanta from the Weidler Lumber Company, wholesalers in Lamont, Ill. He formerly sold in the Atlanta area for the Nye Tool Company.

HOUSTON, TEX.: The Clark Wire and Supply Corporation has completed its new screen wire plant here.

CLEVELAND, OHIO: The Arco Company has been acquired by the American-Marietta Company. Arco is noted for its research activities in connection with specialized finishing materials.

LOS ANGELES, CALIF.: A new plywood warehouse, said to be the largest in the United States, has just been completed here for the United States Plywood Corporation. It contains a 60,000-foot storage area; a 6,000-foot office, showroom and salesroom center, and a 30,000-foot paved parking area.

BUILDING CODES

(From page 30)

nesses of their provisions; they are under constant study and receive periodic revision to improve and modernize their requirements; they have been prepared and are revised with the advice of technical specialists in each of the many fields covered by a building code, after due study and discussion of the proposed revision and all related provisions by qualified men.

Today, about half the municipalities in the United States that have building codes follow in whole, or in part, the regionally and nationally recognized building codes of one or the other of the following organizations: National Board of Fire Underwriters, Pacific Coast Building Officials Conference, Southern Building Code Congress, and the Building Officials Conference of America, Inc. The codes which have been prepared and are sponsored by these organizations are as follows: The National Code (NBFU), the Uniform Building Code (PCBOC), the Southern Standard Building Code (SBCC), and the Basic Code (BOCA). NBFU, PCBOC, and BOCA also publish abbreviated codes suitable for use by small communities.

(To be continued next month)

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A VENEER OF STONE-LIKE MATERIAL THAT ENCASES THE BUILDING IN A PERMANENT REINFORCED SHELL. INSULATED . . . WATER-PROOFED, FIREPROOFED.



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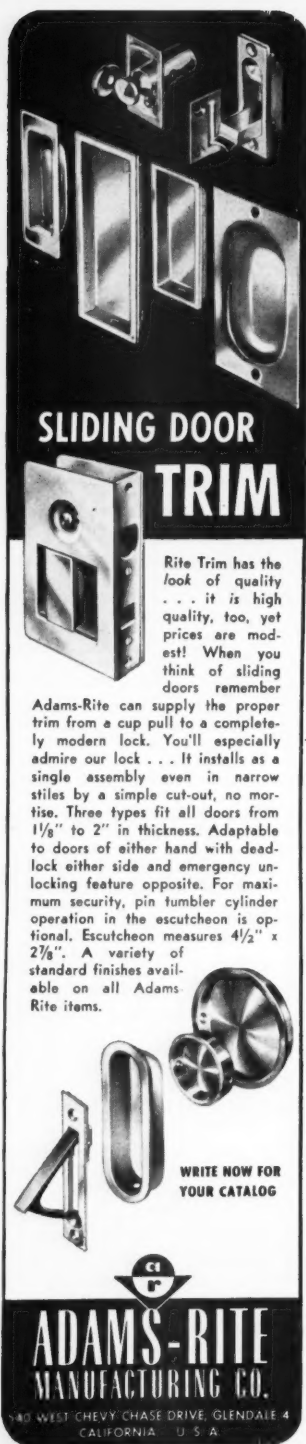
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SLIDING DOOR TRIM

Rite Trim has the look of quality . . . it is high quality, too, yet prices are modest! When you think of sliding doors remember Adams-Rite can supply the proper trim from a cup pull to a completely modern lock. You'll especially admire our lock . . . It installs as a single assembly even in narrow stiles by a simple cut-out, no mortise. Three types fit all doors from 1 1/8" to 2" in thickness. Adaptable to doors of either hand with dead-lock either side and emergency unlocking feature opposite. For maximum security, pin tumbler cylinder operation in the escutcheon is optional. Escutcheon measures 4 1/2" x 2 7/8". A variety of standard finishes available on all Adams Rite items.

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400 WEST CHEVY CHASE DRIVE, GLENDALE 4 CALIFORNIA U.S.A.

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Heatilator Fireplace Units
Bennett Ireland Dampers
Truscon Steel Windows
Miami Awning Type Windows
Bavar Screen Door Grilles
Union Aluminum Windows

Knap & Vogt Fixture Hardware
Tel-O-Post
Weslock Locksets
Decorite Metal Moulding
Amerock Cabinet Hardware

DISPLAY ROOM

(From page 27)

One corner was finished in stock patterns and colors of prefinished wallpanels so that the prospect for a new kitchen or bathroom could easily make a choice.

The ceiling was finished with 12-inch squares of insulating tiles.

This Kansas display room has two windows. Each one has a venetian-blind type of screening installed on the outside. This shade screen keeps out the direct glare of the sun except in the late evening when the sun approaches nearest to horizontal.

These two windows have been an important factor in selling substantial quantities of this screen.

"When you tell a person that this screen keeps out the direct rays of the sun like a venetian blind, it just doesn't have much effect on him," Travis pointed out. "But when you take him into the display room and show him how much sun it keeps out, he is immediately interested! I believe that more than 75 per cent of our new-house customers who have looked at the actual installation bought some."

Stock millwork samples are displayed—windows and doors, complete with frames. All working displays are kept in this room.

A small working model of sliding closet doors demonstrates the ease with which the top and bottom tracks may be installed. This display, which emphasizes the fact that no more space is required than for the conventional door, has multiplied the sales of sliding closet doors.

The selling method devised by Travis keeps customers out of this

display room until they have been properly conditioned by a trip through the main yard or to other parts of the store. The display room is located at the rear of the store and has but one door. It was purposely designed and located to keep casual store traffic out of it.

The traffic flow is to the order desk, hardware, and other displays in the store in front or in the main yard—but not through the display room. Any customer who is interested in any item in stock that may be in the display room will eventually get there.

"When a customer first comes in with a house plan," Travis explained, "he works up some kind of a tentative order, usually with our assistance. We work on this at the main order desk. The customer then usually wants to see some of the material, so he is invited out in the yard where he is shown anything he wants in the regular stocks.

"The selling of hardwood flooring illustrates how the system works," Travis continued. "The average customer comes in with his mind made up either as to the quality or the price he wants to pay for hardwood flooring. We do not try to change his mind. We show him what he wants or let him select from several kinds in the yard.

"After he has made his trip through the yard, he is brought into the display room. There he will be shown the kind of flooring he has selected in the yard, laid and polished like it will look as his own floor. The customer who has selected a cheap grade usually is surprised because it doesn't look like he thought it would. So—in most cases—he just selects a better grade of flooring.

Travis pointed out that if the customer is brought into the dis-

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Bennett Ireland Dampers
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Knap & Vogt Fixture Hardware
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Decorite Metal Moulding
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CHARLOTTE, N. CAR.

play room first, he is not properly conditioned to make selections from the displays. But after he has selected materials in the yard, he has a picture in his mind of how each section looks.

"Another important point should not be overlooked," Travis continued. "The customer who expected something better than he chose, if allowed to buy this flooring, would not get this jolting surprise until the flooring he bought was being laid on his own job. At that point he could easily develop into a dissatisfied customer, not realizing that it was the result of his own choice—and he might turn to another dealer for his next supplies."

"I am convinced that our display room is building better satisfied customers for us, customers who will feel like dealing with us in the future because they have received a better type of building service."

LIFT TRUCK MOVES

(From page 26)

while Bill served in the U. S. Army during World War II.

Charles F. Cromer is said to be the oldest active hard materials dealer in Atlanta. He started with Sciple Sons 37 years ago and soon became manager. He left that firm in 1914 to form Cromer and Thornton. While the Southern Builders Supply Association was an active trade organization, he served as a board member.

Father and son work as a team in Cromer and Company. Each has his special list of accounts. Each follows through on their collections. Both confer on every major policy and problem.

Now that he has moved carloads of materials through his warehouse and yard with one during the past year, Bill Cromer can't see how he got along without the fork-lift truck! He has proved profitably for his firm that:

1. Handling materials in larger unit loads, plus fewer and faster trips, provides "more power for manpower" and enables curtailed manpower to do more work.

2. Vertical storage of materials by fork-lift truck helps to triple the use of valuable warehouse and yard space.



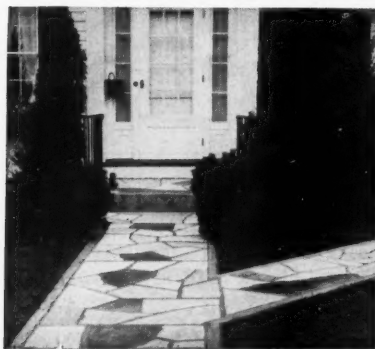
DALLAS, TEX.: Two new offices have been created for this club—those of Cat Tamer, to introduce new Kittens, and Tail Twister, to enforce the law of the realm. G. V. Fredrickson was chosen Cat Tamer, and Gene Autry is Tail Twister and says he will collect fines of 10 cents.

HOUSTON, TEX.: In honor of the new officers of this group, the Cats and their dates gathered at Washburn's Hall October 25 for a dance. Out-of-town Hoo-Hoos were invited.

Simple Reforestation

C. S. Baker, a retired molder, has invented a walking stick that plants tree seeds—one each time the stick is put on the ground.

The Portland, Ore., inventor says that he can thus reforest the country at his leisure, without bending his back or changing his usual pace and the swing of his cane. It is declared good for six to eight acres of tree-seed planting a day.



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IRVINGTON, N. J.

O'Neill Heads Dixie Woodwork Group

J. J. O'Neill, of Rome, Ga., is the new president of the Southern Woodwork Association. He was elected to succeed W. L. Otis, of Columbia, S. C., at a three-day meeting in Ponte Vedra, Fla., early this month.

R. W. (Bob) Block, of Birmingham, was elected state vice-president for Alabama and also chairman of the Woodwork Promotion Committee. Treasurer Roy G. Jones and Counselor Joseph G. Rowell, both of Atlanta, and the following state vice-presidents were re-elected: H. J. Bremermann, Louisiana; M. D. Ebert, Florida; C. L. Minter, Virginia; D. M. Rose, Tennessee; W. T. Spencer, North Carolina; and R. E. Taylor, Mississippi.

Plans for publishing the SWA's architectural detail service by spring were discussed. Seventy-two pages of details were reviewed, and plans made for 50 more right away. Collaborating in this project are the Woodwork Promotion Committee and the Specifications Committee.

The Specifications Committee includes John Bondurant of Athens, Ga., and Bremermann.

Serving with Block on the Woodwork Promotion Committee are Ebert, Otis, O'Neill, and F. L. Lancaster, of Augusta, Ga.

Helpful Literature



Mostly free—Some for a fee

WOODWORKING MACHINE. The Yates-American J-Line of "junior type" woodworking machines—including band saw, lathe, surfacer, jointer, disc sander, spindle sander, shaper, and mortiser—is pictured and described in a new catalog. Write Yates-American, Beloit, Wis.

ESTIMATE FORM. A new cost and estimate form that permits builders to accurately compare a job estimate with actual costs offers a method of checking costs right on the job. These forms are available from DeWalt, Inc., Lancaster, Pa., manufacturers of woodworking equipment.

GLASS WALLS, WINDOWS. An attractive brochure, serving as a catalog for Steelbilt sliding glass doorwalls and windows, contains brief descriptions of engineering features keyed to isometric drawings. Basic doorwall, window, and transom styles are diagrammed. Steelbilt, Inc., 4801 East Washington Boulevard, Los Angeles 22, Calif.

"EXPANDED METAL Meshes" is a new catalog that tells the story of the manufacture of expanded metal and its many uses. Its theme is

"how to make a little metal go a long way." The Penn Metal Company, Inc., 205 East 42nd Street, New York 17, N. Y.

GARAGE DOORS. Barcol OVER-door garage doors and electric door-opening equipment are the subject of a 16-page catalog. Specifications and detailed sketches are given for all models. The Barber-Colman Company, Rockford, Ill.

RUST PREVENTION. A new four-page technical folder contains a quick reference index to determine most suitable coatings for rust prevention, chemical corrosion, and dampness. The Wilbur and Williams Company, 130 Lincoln Street, Brighton 35, Mass.

MATERIALS HANDLING. "Basic Facts About Materials Handling," a two-color booklet, shows savings that can be made with various types of such equipment. Clever illustrations emphasize the text. The Clark Equipment Company, Industrial Truck Division, Battle Creek 62, Mich.

FLOOR BRICK. How to install floor brick and heavy tile to produce

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a floor with exceptional durability is the subject of a four-page illustrated folder. It also contains complete specifications. Write for "Embeco Method for Setting Floor Brick." The Master Builders Company, 7016 Euclid Avenue, Cleveland 3, Ohio.

APARTMENT LIVING. The sixth edition of a code of cooperative conduct for apartment house dwellers, "How to Make Apartment Living Thoroughly Enjoyable," is off the press. Many apartment owners deliver copies twice a year and to new tenants when signing leases. Single copies 10 cents, multiple orders for less. The Tyler Kay Company, Inc., 775 Main Street, Buffalo 3, N. Y.

GYPSUM PARTITION. Details and specifications for a two-inch solid gypsum lath and plaster partition, suitable for AIA files, is offered by the National Gypsum Company, Buffalo 2, N. Y.

"HEATING the Home," another booklet in the Small Homes Council series, describes types of heating systems appropriate for various types of houses. Diagrams help explain the systems. Costs 10 cents from the Small Homes Council, University of Illinois, Urbana, Ill.

WESTERN PINE. A new booklet outlining activities of the Western Pine Association's research laboratory is offered to customers of Western pine mills. It offers the laboratory's services to such customers. Single copies free from the Western Pine Association, 510 Yeon Building, Portland 4, Ore.

"WOOD PRESERVATION Statistics" gives a picture of wood-preservation activity in the U. S. during 1950, as compiled by Henry B. Steer of the U. S. Forest Service. It contains tables to show amounts of wood and types of wood products preserved in different states. The American Wood-Preservers Association, 839 Seventeenth Street N. W., Washington 6, D. C.

TOOLS. Glass cutter and glaziers' tools; putty knives and wall scrapers; wood, paint, and glass scrapers; paint-conditioning machines; floor-conditioning machinery, and such hardware specialties as electric fencers, Grady wedges, roller painters, pot cleaners, and masonry drills are described in a new 96-page Red Devil catalog. Merchandising-aid information is interspersed with product specifications and application data. Red Devil Tools, Irvington 11, N. J.

BRICK AND TILE DATA. Revised specifications as prescribed by the American Society for Testing Materials are now available for brick and tile. ASTM specifications on

mortar materials, separator sheets, and table of contents for file books also are offered by the Southern Brick and Tile Manufacturers Association, Inc., 1328 Candler Building, Atlanta 3, Ga.

COMBINATION WASHER. Info-Bulletin 513 describes the use of Weath-R-Seal, a combination metal and neoprene composition washer, in corrugated sheet building erection, sheet metal ductwork, and other applications. These washers are used separately for sealing, for surface protection, or for vibration absorption. The Fabricated Products Company, West Newton, Pa.

INSULATION BILLBOARDS. More than 2,300 billboards will tell the story of Zonolite vermiculite insulation. Stressing the "do it yourself and save" theme, they say "Insulate For as Low as \$67.60 With Zonolite—See Your Lumber or Building Supply Dealer." Details from the Zonolite Company, 135 South LaSalle Street, Chicago 3, Ill.

WOOD FRAME DURABILITY. "Moisture and the Durability of Wood-Frame Walls" has been published by the Housing and Home Finance Agency. It discusses all phases of measuring and controlling moisture in wood construction. Fifteen cents a copy from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

SPRAYERS. "Sprayways" is a new graphic 16-page rotogravure brochure that can be used as a quick reference on DeVilbiss spraying equipment. One page tells of the new customer research center and spray painting school. Spray Painting Equipment Division, DeVilbiss Company, Toledo 1, Ohio.

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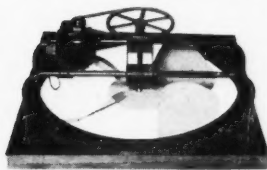
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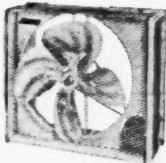
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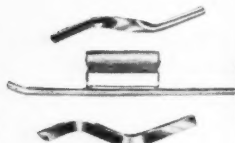
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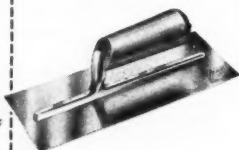
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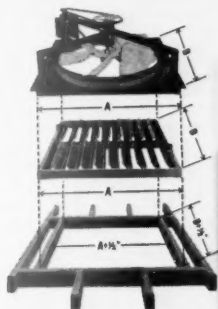
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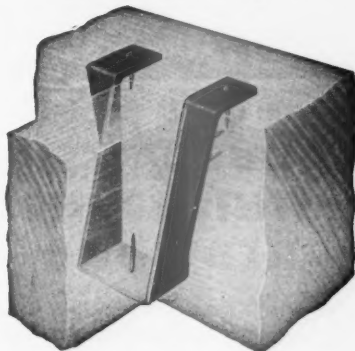
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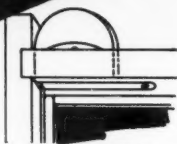


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Vital Products	*

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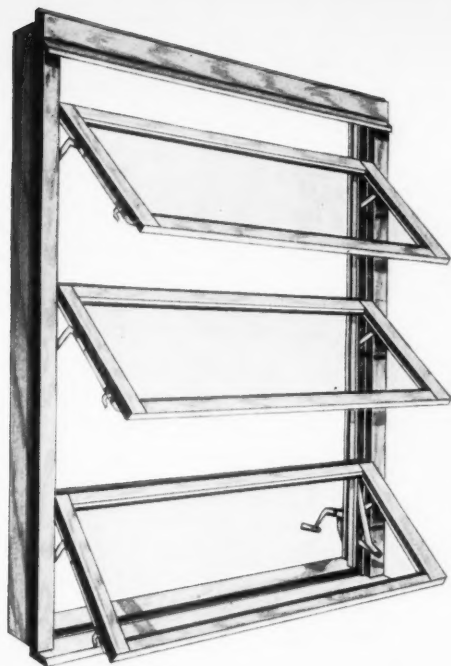
Wallace Mfg. Co.	56 and 66
Wel-Bilt Prod. Co.	88
Weyerhaeuser Sales Co.	2 and 3
Wickwire Bros., Inc.	*
Wood Conversion Company	*
Wood Window Program	41
Word Lumber Co., W. J.	81

Y

Yankee Fiber Tile Mfg., Co.	20
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Z

Zonolite Co.	39
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Open this

WINDOW

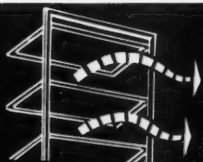
..it'll pay you in volume
business because it's

**THE PERFECT
WOOD WINDOW!**

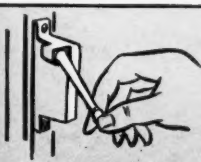


**the
tightest
closing
window
ever made**

Open it for bigger profits...You'll find it easiest to open -- and easiest to sell! Why? Because all the features that make Auto-Lok the perfect window are backed up by vigorous national promotion, sales help by hard-working field representatives, a nation-wide market with prospects unlimited, and a competitive price. It's a window with **sales power** behind it, as well as in it!



DRAFT-PROOF VENTILATION is provided by the vent design. Fresh air is in constant circulation, even when it's raining!



EASY OPERATION with the unobtrusive operator...Just a few twists of the wrist -- even by a child -- will completely close or open Auto-Lok!



TEN-TIMES-TIGHTER CLOSURE than ordinarily provided is afforded by the patented, exclusive locking device that pulls all vents in against the vinyl plastic weatherstripping -- locks them at all four corners!



OUTSIDE CLEANING FROM THE INSIDE is possible with the unique vent design. Even the top vent can be easily reached from the inside! No gadgets to disengage.

Yes, and remember, these are but a few of the twenty features why Auto-Lok in wood -- The Perfect Window -- sells faster to mark up new profit and volume highs for progressive suppliers ...For full particulars and interesting pamphlet

"WHAT IS IMPORTANT IN A WINDOW?"

Write Dept. SO-11.

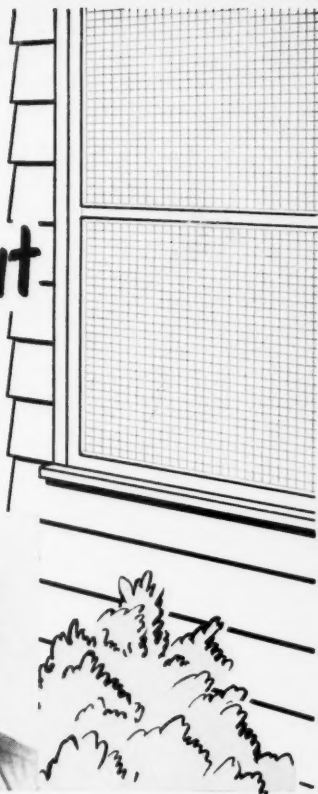
Auto-Lok
PATENTED
**WOOD
WINDOWS**
SEALED LIKE A REFRIGERATOR

LUDMAN
Corporation

BOX 4541 • MIAMI, FLORIDA

"Carefree is my big story about LUMITE"

says **MR. S. M. PARKER**, PRESIDENT
of The Home Builders Lumber Company
Inc., Charleston, S. C.



"Most people think screens are a darned nuisance!—something they have to put up and take down every year . . . and keep painting and repairing.

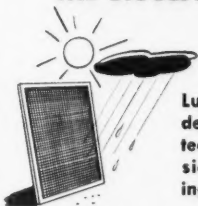
"But when I explain how LUMITE is different, I almost always make the sale!

"I tell my customers LUMITE is carefree—it does its job without asking attention. They don't have to paint it . . . they don't have to take it down in Winter . . . they don't have to worry about it rusting or staining.

"In fact, I've done so well with the LUMITE story, I've stopped carrying all other kinds of screen cloth!"

**Backed by the biggest
advertising campaign
in screen cloth history!**

to sell more—tell
THE BIGGEST STORY IN SCREENING!



RUSTPROOF!

Lumite screen cloth can't rot, mildew or corrode! Never needs protective painting! Won't stain sills or sidewalls! Stronger, longer-lasting! Ideal for every exterior use!

*Registered trade-mark



LUMITE*

SARAN SCREEN CLOTH

LUMITE DIVISION • Chicopee Mfg. Corp. of Georgia • 40 Worth Street, New York 13, N. Y.